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**Gable PR Wins Three PRSA Awards
In Annual San Diego Competition**

*Agency business media relations, special event efforts
receive top awards; medical device media kit also honored*

SAN DIEGO, CA – Gable PR, a nationally-recognized public relations firm known for delivering results for clients in a broad range of industries, received three awards at the 15th Annual Edward L. Bernays Mark of Excellence Awards Program presented by the San Diego chapter of the Public Relations Society of America.

During the Oct. 16 ceremony at the Omni Hotel, Gable PR was awarded two Silver Bernays “Mark of Excellence” awards, the top honors: for superior execution in a business-to-business campaign for SeQual Technologies; and for special events of seven days or less and with budgets under \$25,000, for Southern California travel agency Worldview Travel. The agency also received a Bronze Bernays “Mark of Merit” award for the media kit it developed for SeQual Technologies.

Gable PR’s award winning campaign for SeQual Technologies helped launch the company’s breakthrough oxygen concentrator, the Eclipse, the first portable device that patients can use on the road or while sleeping at home. The program included developing a media kit which clearly differentiated the Eclipse from its competitors, establishing relationships with key editors at SeQual’s top publications and providing a steady stream of news to the media. Overall the campaign generated well over 1 million media impressions and helped to increase sales which exceeded \$6 million dollars in the first four months of the product’s release.

With a budget of just \$3,000 and a narrow window of only four days to pitch the media, Gable PR carried out one of the most successful media events ever produced for Worldview Travel, a Southern California agency with nearly 200 agents in nine

California locations. It earned a Silver Bernays “Mark of Excellence” award for driving print and broadcast coverage of a Real Estate Cruise Tour to Baja California. Promoting a growing trend of American retirees and others buying in Baja California, the agency generated some 1.7 million media impressions. Success of the program also helped Worldview Travel establish ongoing relationship with a consortium of 25 Mexican real estate developers.

The Edward L. Bernays Mark of Excellence Awards are open to all agencies and organizations in San Diego County. Entries were judged by the Salt Lake City chapter of PRSA, which praised the overall high quality and professionalism of the work from its San Diego colleagues.

About Gable PR

Gable PR, based in San Diego, delivers highly effective public relations programs for clients in a broad range of industries. Its tradition of success goes back 30 years with Tom Gable, agency founder, a nationally recognized authority on the strategic use of public relations for positioning, reputation management and delivering meaningful results. Clients have included private and public companies, organizations, institutions and government agencies at every stage in their life cycles, from start-up to a Fortune 100 company (Pfizer). Agency programs have earned the highest honors in the PR profession and helped clients of all sizes and needs succeed. For more information, see www.gablepr.com.

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