



**FOR IMMEDIATE RELEASE**

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**Gable PR Honored by PRSA San Diego Chapter  
with Three Bernays Awards for Client Programs,  
CEO Tom Gable named to PRSA College of Fellows**

*Media relations for BIO International Convention earns top award;  
media kit for Ichor Medical Systems and editorial opinion piece  
for State Route 241 in California also honored*

SAN DIEGO, CA – Gable PR, a growing public relations firm known for its sophisticated and successful approach to managing complex programs, received three awards at the 16<sup>th</sup> Annual Edward L. Bernays Awards Program presented by the San Diego chapter of the Public Relations Society of America. Tom Gable, APR, was also recognized by the local chapter for his election to PRSA’s prestigious College of Fellows for his positive contributions to the public relations profession for more than 30 years.

During the Oct. 16 ceremony at the San Diego Natural History Museum in Balboa Park, Gable PR was awarded one Silver Bernays Mark of Merit award, for superior execution in a global communications campaign for the Biotechnology Industry Organization’s (BIO) 2008 BIO International Convention. The agency also received two Bronze Bernays Mark of Merit awards for the media kit it developed for Ichor Medical Systems and for the editorial/op-ed campaign it executed in support of the Transportation Corridor Agencies’ Toll Road 241 project.

For the 2008 BIO International Convention, produced by the Biotechnology Industry Association, Washington, DC, Gable PR helped create buzz, drive attendance, provided on-site support and facilitated media relations for the more than 350 journalists who attended. The Convention surpassed attendance and media relations goals with a 68 percent increase in international media attendance and 864 stories, or 262 million audience impressions.

“Thanks for all your hard work and dedication surrounding the 2008 BIO International Convention,” Jeff Joseph, vice president for BIO, wrote in a note to the Gable PR team after the results of the convention in San Diego were tallied. “Your support led to a highly successful event. Job well done!”

Gable PR's media kit for Ichor Medical Systems was the essential component of a media relations campaign that resulted in 3.9 million media impressions. Over 60 percent of these impressions appeared in the target medical device and biotechnology trades, fulfilling the goal of reaching this valuable readership base. Ichor's research and academic collaborations increased substantially, as a result, to include partnerships with the Gates Foundation and the Aaron Diamond AIDS Research Center, among others.

Gable PR was also honored for its editorial/op-ed program for the Transportation Corridor Agencies (TCA), which educated the media and community leaders in San Diego about the proposed extension of the 241 toll road from Orange County to San Diego County. The goal was to move from 90 percent negative coverage to more balanced coverage in nine months and place pro-241 op-eds in every major print publication in the county. Gable PR has seen a shift to more balanced coverage within nine months, now approaching 60-40.

The Edward L. Bernays Mark of Excellence Awards are open to all agencies and organizations in San Diego County. Entries were judged by the Portland, Oregon 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, branding, 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: [www.gablepr.com](http://www.gablepr.com).

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