



**The Veterinary Marketing Association**

**27th October, 2011**

## **Press Release**

### **New PR Award at VMA Event**

Following confirmation of the date for next year's annual Veterinary Marketing Association (VMA) Advertising Awards, the organising committee has announced details of the new award for PR.

The aim of the award is to recognise the value that media and public relations can add to the marketing mix. It will be awarded to the company or veterinary practice that has delivered the most innovative PR campaign during 2011, as judged by a panel of industry professionals, says event organiser Claire Edmunds

"The VMA Awards has become a coveted event for those involved in the animal health industry to showcase their marketing achievements. A range of categories has evolved since the awards began over 20 years ago, for marketing, creative communication and new media campaigns. However, we felt that an award for PR was required to complete the marketing mix," she adds.

Jane Manning of award sponsor Splash Marketing & Communications believes that PR can be a very influential element in an organisation's marketing armoury. "We felt it was time to give the opportunity for those involved in PR to obtain the recognition they deserve alongside their creative colleagues.

"An effective PR campaign can be a highly influential marketing tool, so it's great news that the VMA has added this new award category. We hope that companies and agencies serving the animal health sector will embrace this new opportunity to showcase their creativity and hard work," adds Jane.

The award is for the most innovative PR initiative published during the year. This can be a single 'one-off' event or article, or a sustained campaign over a given period. The winner and two highly commended entries will be awarded at the VMA Awards on Friday 9th March 2012 at Shakespeare's UnderGlobe Theatre, London.

Entry is easy and the deadline for entries is Friday 27<sup>th</sup> January 2012. Further information on the awards and ticket application forms are available at the VMA's website – [www.vma.org.uk](http://www.vma.org.uk) or by calling 0844 561 6157.

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Issued by/further information from:

Colin George, VMA.

Tel: 0844 561 6157 Email: [secretary@vma.org.uk](mailto:secretary@vma.org.uk)