



Black Ink PR Wins Two PRism Awards at PRSA-LA 52nd Annual Awards

Los Angeles, CA -- Nov. 18, 2016 – [Black Ink PR](#) (“BIPR”), a boutique public relations agency specializing in global tourism, travel and lifestyle brands, today announced it is pleased and proud to have won two PRism “Awards for Excellence” at the 52nd Annual Public Relations Society of America – L.A. (“PRSA-LA”) Awards Show.

PRSA-LA is comprised of nearly 600 agency, in-house and independent public relations professionals representing LA-area corporations, academic institutions, government agencies and nonprofit organizations.

PRSA-LA bestowed honors on BIPR for Excellence in two separate categories: Strategic Campaigns & Programs – Marketing for Education, and Tactical Programs - Social Media for Education.

BIPR 2016 Winning PRism Campaign

BIPR was engaged Jan. 15, by a large Southern California summer day camp, to boost its enrollment by marketing to L.A. schoolchildren and their parents. At its May 15, campaign conclusion, the client had more than doubled its number of campers enrolled, year over year.

Margot Black, Black Ink PR Chief Executive Officer, and her campaign team members accepted the Awards at the festivities this past Wednesday evening, Nov. 16, (see photos: blackinkpr.com/photos/).

Commenting on BIPR’s two 2016 PRism wins -- following its two 2015 PRism wins a year ago - Ms. Black said, “It’s exhilarating to compete in a field with the industry’s top professionals, many of whom are valued colleagues and all of whom produced award-winning quality work.”

BIPR 2015 – 2016 Repeat

Last year, BIPR won PRism “Awards for Excellence” for a Travel, Tourism and Hospitality Campaign for its Sunset SAVOR the Central Coast Food and Wine Festival campaign, in addition to a PRism for a Pro Bono Campaign on behalf of a Los Angeles Elementary School to quickly and dramatically boost its enrollment (achieved 54 percent increase).

BIPR was delighted to be in esteemed company this year as PRism finalists included many of the top-ranked global and national PR agencies and in-house PR teams including: Weber Shandwick, Rogers & Cowan, Ketchum, Porter Novelli, American Heart Association, Blue Shield of California, Children’s Hospital, Los Angeles Princess Cruises and Los Angeles County Museum of Art.

About PRSA-LA

The Los Angeles Chapter of the Public Relations Society of America (PRSA-LA) is comprised of nearly 600 agency, in-house and independent public relations professionals representing LA-area corporations, academic institutions, government agencies and nonprofit organizations.

PRSA-LA was incorporated in 1948 as one of PRSA’s first five founding chapters. Members benefit from chapter events, educational and networking opportunities, industry advocacy and a



About Black Ink PR

Black Ink PR's mission is to customize a comprehensive PR plan that merges your publicity, branding and marketing goals. Using a unique system developed from more than 20 years in communications, Black Ink PR will work with you to identify your goals, create the plan you need and execute it with style, precision and clarity to ensure your success (visit us at www.blackinkpr.com).

Margot Black is a PR visionary, media maven and founder of Black Ink PR. Highly regarded within the industry for her savvy, hands-on, multi-platform approach to publicity and marketing, she leads the Firm's unique ability to advise clients on how best to take stock of where they are, where they want to be and how to get there by creating and executing an innovative, PR/marketing plan tailored specifically for their needs.

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