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**IWIF wins coveted Bronze Anvil Award of Commendation, earning national recognition from leading public relations professional organization**

**NEW YORK (June 14, 2011)** — IWIF Workers' Compensation Insurance (www.iwif.com) received a coveted 2011 Bronze Anvil Award of Commendation from the Public Relations Society of America (PRSA) for superior performance in the design and execution of an individual public relations tactic within a broader public relations campaign. Winners of the award were recognized during the 2011 Silver Anvil Awards Evening held June 9 at the Equitable Tower in New York.

IWIF received a 2011 Bronze Anvil Award of Commendation in the *Publications* category for its *English/Spanish Safety Pocket Guides*. Each guide addresses basic safety issues for the landscaping, construction and restaurant industries.



“The Bronze Anvil Award of Commendation annually identifies those effective public relations plans and campaigns that demonstrate sound, well-conceived communication actions or tactics that are extraordinary in scope and implementation,” said **Tanya Morah, APR**, 2011 Bronze Anvil chair and associate professor of communications at Wilberforce University. “This award celebrates some of the best tactical practices of the public relations industry and a job well-done.”

This year’s competition drew 717 entries. Of those, only 82 organizations were selected by the Bronze Anvil Judges as Bronze Anvil Award of Commendation winners. This award was created by PRSA in 1969 to recognize outstanding public relations tactics — the individual items or components that contribute to the success of an overall program or campaign. Awards of Commendation are possible in 65 categories and subcategories, including Media Relations, Newsletters, Web Sites, Feature Stories, Press/ Media kits, Podcasts, Word-of-Mouth and Blogs.

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Entries are judged by teams of PRSA members — and others who have specific category expertise — across the country. Up to two Bronze Anvil Awards of Commendation may be earned in each category or subcategory. No Award of Commendation is bestowed in those categories where the judges feel the entries do not rise to standards set forth for the award by PRSA.

**About IWIF**

IWIF [www.iwif.com](http://www.iwif.com) is the leading provider of workers' compensation insurance in Maryland. IWIF has served as a continuous, guaranteed source for fairly priced workers' compensation insurance since 1914. We are committed to making Maryland a safer place to work, to providing superior customer service and value to our policyholders, and to ensuring accurate and timely benefits for injured workers.

**About the Public Relations Society of America (PRSA)**

With more than 31,000 members, [PRSA](#) is the largest organization of public relations professionals and students. PRSA is comprised of 112 local [Chapters](#) organized into 10 geographic [Districts](#); 14 [Professional Interest Sections](#) that focus on issues, trends and research relevant to specialized practice areas, such as technology, health care, financial communications, entertainment and sports, and travel tourism; and the [Public Relations Student Society of America](#) (PRSSA), which has more than 300 [Chapters](#) at colleges and universities in the United States and abroad. PRSA is headquartered in New York.

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