

MEDIA RELEASE

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Community Renewal Team Wins PRSA Gold Award

CRT's year-long 50th anniversary campaign awarded top prize in category

HARTFORD –Community Renewal Team's Communications Department was awarded a PRSA Gold Award for their multi-element 50th Anniversary Campaign held throughout 2013. This is the fifth time that CRT has won awards from PRSA.

CRT's entry contained 23 pages of color exhibits, illustrating the way that the social service agency's history and anniversary were featured in throughout various publications, the CRT website and Facebook page, freestanding displays, and more. The wide-ranging campaign included exterior banners for CRT buildings, billboards, a history video, anniversary gala celebration and "CRT Spirit Day," which involved 820 employees across 46 locations.

Competition for this award included all communications and marketing projects completed in 2013 in Connecticut, Western Massachusetts and Westchester County, NY. This year's celebration was held at the Hill-Stead Museum in Farmington.

CRT's PRSA Awards include: 2014 Gold: 50th Anniversary - a Multi-element Celebration; 2013 Gold + Best in Show: Revamped Website; 2010 Honorable Mention: Healthy Teen Hartford Underage Drinking Billboards; 2009 Gold: Senior Folder; 2007 Gold: Faces Behind the Numbers, the 2006 annual report

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Community Renewal Team, Inc. is the designated Community Action Agency for Middlesex and Hartford Counties and is the largest non-profit provider of human services in Connecticut. The agency's mission is Preparing Our Community to Meet Life's Challenges. The mission is achieved each day by helping people and families change their lives and create their own opportunities in becoming self-reliant while making sure basic needs are met. CRT's programs include Head Start, Meals on Wheels, energy assistance, supportive housing and shelters, and many others, serving people in more than 60 cities and towns in both our core catchment area and throughout Connecticut. Visit the www.crtct.org.
