



## **Media Release**

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### **IWIF wins 2011 Public Relations Society of America Best in Maryland Awards**

(Towson, Md.)-- IWIF Workers' Compensation Insurance (www.iwif.com) was honored with four communications awards during the 2011 Public Relations Society of America Best in Maryland ceremony held June 14 in Baltimore, Md. This year marked the 50<sup>th</sup> anniversary of the competition.

Winning IWIF materials include:

**Public Service Announcements** - Best In Maryland Award for *2010 Workplace Wellness PSAs*. The radio and TV PSAs promote the importance of employee health in order to reduce insurance costs for employers and maintain a productive workforce.

**Industry specific campaign** – Best In Maryland Award for *English/Spanish Safety Pocket Guides*. Each guide addresses basic safety issues for the landscaping, construction and restaurant industries. (\*These guides also won the 2011 PRSA Bronze Anvil Award of Commendation, a national honor). [Click here to see and order these free pocket guides.](#)

**Grassroots approach** – Best In Maryland Award for “*Workplace Wellness: A Life-Saving Story,*” which consisted of an article and a video about a Carroll County volunteer firefighter who underwent a simple physical—as mandated by the fire department—that ended up potentially saving his life. [Click here to read the article.](#) [Click here to watch the video.](#)

**Print collateral** – Award of Excellence for the *2009 IWIF Annual Report “Viewpoints & Voices.”* This report highlights the company’s significant achievements in 2009. To view it, [click here.](#)

Sponsored by the Maryland Chapter of the Public Relations Society of America (PRSA), the Best in Maryland Awards are presented each year to public relations practitioners who, in the judgment of their peers, have successfully addressed a communications challenge with exemplary professional skill, creativity and resourcefulness.

PRSA Maryland models the Best in Maryland Awards after the PRSA Silver and Bronze Anvil Awards of the national organization. The awards competition is open to all public relations, communications and marketing professionals who work in Maryland or who wish to enter projects completed in Maryland or on behalf of a Maryland-based client. The categories provide an

opportunity to showcase outstanding programs as well as single piece components.

**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-Maryland Chapter (PRSA-MD)**

Formed in 1961, the Maryland Chapter of the PRSA ([www.prsamd.org](http://www.prsamd.org)) serves to bring together public relations professionals in the Central Maryland area. The Maryland Chapter is one of 10 chapters in PRSA's mid-Atlantic district and is one of 117 chapters nationwide that represent business and industry, counseling firms, government, associations, hospitals, schools, professional services firms and nonprofits.

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