

Taylor Awarded Silver Anvils for Kleenex, Guinness

New York, June 9, 2009 -- Taylor and client partners Kimberly-Clark (for Kleenex Brand) and Diageo (for Guinness) have been honored with prestigious Silver Anvils from the Public Relations Society of America (PRSA). The awards were presented at the PRSA's annual Silver Anvil Evening on June 4 in New York City.

Taylor's Kleenex team won for the development and implementation of a unique creative platform, "[let it out: The Movie.](#)" a 40-minute documentary that supported the brand's 2008 Olympic Games campaign, while the Guinness team was victorious for its ground-breaking "[Proposition 3-17](#)" St. Patrick's Day program. Both programs also earned top honors at the Sabre Awards gala last month.

"The Silver Anvils are at the pinnacle for recognition in our industry," said Bryan Harris, COO and Manager Partner, Taylor. "Everyone at Taylor is proud that we continue to create smart, strategic and business-building programs for our client partners. The recognition from our industry peers is icing on the cake."

Symbolizing the "forging of public opinion," the [Silver Anvil](#) is annually awarded to organizations which have successfully addressed a contemporary issue with exemplary professional skill, creativity and resourcefulness. More than 1,000 organizations have been awarded Silver Anvils for excellence in public relations over the past 50-plus years.

About Taylor

Taylor partners exclusively with category leading consumer brands that utilize lifestyle, sports and entertainment platforms to achieve business building goals. Founded in 1984, Taylor, has more than 100 employees with headquarters in New York and offices in Los Angeles, Chicago, Charlotte and London. The agency provides a full array of marketing communications services including: proprietary research and competitive intelligence, program planning and development, strategic media relations, Hispanic/multicultural marketing communications, digital and emerging media, measurement and evaluation, event production, and spokesperson procurement and training. Taylor's portfolio of 2009 client partners includes MasterCard, Diageo, Gillette, Allstate, Coca-Cola, GlaxoSmithKline, Bombardier Recreational Products (BRP), Mars, Staples, Smirnoff, Guinness, Jose Cuervo, Kimberly-Clark, Jenny Craig, T. Rowe Price, and IAC\Ask.com. Discover the difference at taylorpr.com.

Contact:

Bryan Harris
212-714-1280
bharris@taylorpr.com



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