



## **PRESS RELEASE**

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**FOR IMMEDIATE RELEASE**

**PR 10-20**

### **SOUTHWEST FLORIDA INTERNATIONAL AIRPORT EARNS STATE RECOGNITION FOR ITS PUBLIC RELATIONS AND COMMUNICATIONS EFFORTS**

FORT MYERS, Fla. (Aug. 16, 2010) – Southwest Florida International Airport was honored with four awards from the Florida Public Relations Association (FPRA) at the 2010 Golden Image Awards held in Naples, Fla. FPRA conducts the Golden Image Awards annually to recognize outstanding public relations programs. The awards have become a standard of excellence in demonstrating the best of innovation, planning and design in the state of Florida. The Lee County Port Authority (LCPA) received the following awards:

- Golden Image Award in the Crisis Communications category for its Crisis Management and Communications Plan - Airport public affairs developed a comprehensive plan for use during any airport incident to provide accurate, timely and consistent information to its key publics.
- Award of Distinction and a Judges' Award in the Special Events category for the 2010 Local Image Awards – The LCPA public affairs team developed and executed a program for the Southwest Florida Chapter of FPRA local image awards competition with an innovative, unique aviation theme that generated positive feedback and interest from the PR community in Southwest Florida.
- Award of Distinction in the Specialty Item category for its Air Service Appreciation Gift – LCPA public affairs worked with Alan S. Maltz, the official fine art photographer for the state of Florida, and the Lee County Visitor & Convention Bureau to produce a high-end coffee table book branded to the region and airport; and gave this unique gift of appreciation to airlines that serve RSW.

A Golden Image Award is the top scoring entry in each category. An Award of Distinction is presented to entries that meet the standard of excellence set forth by the judges. A Judges' Award is given to an outstanding entry that achieves maximum results while using a minimum amount of money. The 2010 Golden Image competition received 140 entries from throughout the state and was judged by the Georgia Chapter of the Public Relations Society of America/Counselors Section.

Established in 1938, FPRA is the oldest public relations organization in the United States. FPRA is dedicated to developing public relations practitioners, who, through ethical and standardized practices, enhance the public relations profession in Florida. For more information, visit [www.fpra.org](http://www.fpra.org).

Southwest Florida International Airport served more than 7.4 million passengers in 2009 and is one of the top 50 U.S. airports for passenger traffic. No ad valorem (property) taxes are used for airport operation or construction. For more information, log onto [www.flylcpa.com](http://www.flylcpa.com).