



For Immediate Release

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**Emceesquare Media and Dixie Regional Medical Center represent southern Utah
at Utah Public Relations Golden Spike awards in Salt Lake City**

The southern Utah public relations agency, Emceesquare Media Inc, has been recognized for its research-based approach to developing and adapting a first Friday nightlife event at Historic Downtown St. George. Winners of the 2017 Golden Spike Awards were announced Nov. 16 at a Salt Lake City ceremony sponsored by the Greater Salt Lake and Utah Valley chapters of the Public Relations Society of America.

Representing southern Utah among the night's winners was Emceesquare Media. Winning in the government, nonprofit organizations and associations research category, Emceesquare's Golden Spike Award was presented for its Georgefest Research Compendium. The document was created by Emceesquare Media to document research about the experience of event attendees, present social media strategy and recommendations for marketing similar events, and to provide an assessment of Georgefest's impact on pop culture in the region.

Included in the evening's only tie, other winners in the same category are UDOT's TravelWise Program Research by Penna Powers and Utah Department of Transportation, and Utah AIDS Foundation Research by Wilkinson Ferrari & Co. and Utah Aids Foundation.

In the category of creative tactics, Intermountain Dixie Regional Medical Center of St. George was recognized as a finalist for its 2016 Women and Newborn Cause Area.

The Golden Spike Awards competition, which recognizes excellence and best practices in public relations and business communication in Utah, received more than 90 submissions this year from leading public relations firms and practitioners working for nonprofit and government agencies through the state. Entries, reviewed by out-of-state PRSA chapters, were judged by PRSA chapters in Texas and Oregon on research, planning, execution and evaluation. Golden Spike finalists earned 80 out of 100 possible points. Winners received the highest scores in the category.

"What an exciting opportunity it is to be recognized among such outstanding organizations," Thorpe said. "Georgefest was always intended to be an event designed for the community by the community, so research has been a key function of its creation and evolution."

This year's ceremony was held at The District in South Jordan Thursday evening, Nov. 17. KUTV anchor and reporter Brian Mullahy served as master of ceremonies. A full list of the winners and finalists of the 2017 Golden Spike Awards is posted online at goldenspikeawards.com.

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