



"Moses Anshell Public Relations finalist for the 2009 PRSA Phoenix Copper Anvil Awards"

They like us. They really like us! Moses Anshell is a finalist for the 2009 PRSA Phoenix Copper Anvil Awards for best PR practices.

The awards are a nod to the extraordinary effort on two MA projects.

The first was the New York City midnight launch event for Best Buy and the latest World of Warcraft video game expansion pack. More than 800 people attended the event and Moses Anshell helped with advance PR and quarterbacked onsite public and media relations. We also used the event to flex our social media muscle, creating a live event Twitter page that received more than 1,200 views from across the United States and the UK.

The second project was Earth Hour 2008 for the World Wildlife Fund. With little money and even less time, Moses Anshell helped turn out the lights in downtown Phoenix. The effort was symbolic, to raise awareness about power use and encourage conservation, but got the attention of the city and national media.

We will find out if we won at a ceremony on Sept. 17. Congrats to the PR team but also to many others who helped in ways small and large. Both were total agency efforts!!