

Juliette Weiland & Co. Wins APEX 2005 Award Promoting Local United Way Support of a School Readiness Initiative Program for At-Risk Families in Norwalk, Connecticut

Juliette Weiland & Co. won an APEX 2005 Award in the “Public Relations & Information Writing” category for promoting a local United Way’s efforts to support Kids Start Smart, a school readiness initiative aimed at high-risk families in Norwalk, Connecticut. The winning entry was one of a series of articles intended to heighten community awareness via the media during the United Way of Norwalk & Wilton’s annual fundraising campaign.

Wilton, CT (PRWEB) August 5, 2005 — Juliette Weiland & Co. received an APEX 2005 Award of Excellence for its promotion of a local United Way’s efforts to support Kids Start Smart, a school readiness project for at-risk families in Norwalk, Connecticut. The winning entry, “United Way Aids Effort to Prepare Children for School,” was one of a series of articles for the United Way of Norwalk & Wilton in support of their annual fundraising campaign.

The APEX 2005 Award of Excellence was one of five given in the subcategory of “Public Relations & Information Writing.” Nearly 800 entries were submitted to the overall writing category.

The APEX Awards Program, in its 17th year, is an international competition sponsored by Communications Concepts, Inc., Springfield, Virginia. Close to 5,000 entries were judged this year, with 100 Grand Awards given in eleven major categories and 1,523 Awards of Excellence in 109 subcategories.

According to Juliette Weiland, principal of Juliette Weiland & Co., this is the fifth award in international competition won by her company. Other awards include an APEX 2004 Award for “Columns & Editorials” for her “Public Relations for Small Business” column that appears monthly in The Hour, a daily newspaper in Norwalk, Connecticut.

Past credits also include an Award of Distinction in The Communicator Awards 2003 Print Media competition, plus awards from the Connecticut Press Club and the American Lung Association of Connecticut.

Juliette Weiland is a past president of the Connecticut Press Club and the Public Relations Society of America, Westchester/Fairfield Chapter.

About Juliette Weiland & Co.

Juliette Weiland & Co. is a public relations firm located in Fairfield County, Connecticut. The company specializes in marketing communications, media relations, strategic counseling and business development for small business and non-profits.

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