



PRSA-Dallas Recognizes TrizCom PR at Annual Pegasus Awards

Agency Receives Three Awards of Honor

DALLAS (Oct. 11, 2016) – Public Relations Society of America Dallas honored [TrizCom Public Relations](#) with multiple awards at their 2016 Unsummit and Pegasus Awards held Oct. 7 at the historic Granada Theater in Dallas. TrizCom received awards for their campaigns on behalf of [Goodway Group](#), [Heroes for Children](#) and [Solis Mammography](#).

Jo Trizila, president and CEO of TrizCom PR, says, “This has been a remarkable year for TrizCom PR where we have been able to deliver award-winning results on behalf of our clients. To be recognized by PRSA Dallas, for the second year in a row, for doing what we love to do best is the best honor of all.”

TrizCom PR was recognized with an Award of Honor for the design, implementation and execution of a public relations debut launch for their client, Goodway Group, in which their Validate360 measurement suite was an industry first in the digital advertising tech space. The resulting successful public relations campaign resulted in millions of dollars in media coverage and impressions.

In the Taking a Risk category, TrizCom PR launched a strong PR campaign to assist Solis Mammography voice their disagreements with the recommendations passed by the American Cancer Society and the U.S. Preventive Services Task Force about confusing messaging to women regarding mammography. The campaign received an Award of Honor for its efforts to create a transformative change and educate women on breast health and encourage women to take charge of their own bodies no matter what governmental or nonprofit organizations say.

In addition to receiving recognition for their work with corporate clients, TrizCom PR was the recipient of an Award of Honor for their pro bono public relations outreach with Heroes for Children, a unique nonprofit that provides financial and social assistance to Texas families with children battling cancer. TrizCom Public Relations partnered with the nonprofit to launch a public relations campaign to help spread awareness of the unique assistance offered and to help the organization fulfill their vision that no family in Texas with a child battling cancer will fight alone.

“It is no surprise that TrizCom PR took home multiple awards for their hard work at the annual Pegasus Awards,” says Morgan Funk, marketing coordinator of Heroes for Children. “We can’t thank TrizCom PR enough for the time and efforts they have devoted to helping Heroes for Children share its mission and vision with the world. The team at TrizCom has truly helped us make a tremendous impact on the lives of the families we serve.”

For more information on TrizCom PR, call 972-247-1369 or visit www.TrizCom.com.

About TrizCom Public Relations

From national industry leaders and Dallas-Fort Worth's largest companies to startups and growing enterprises, TrizCom PR provides public relations and social media services to a wide variety of businesses encompassing startup, healthcare, lifestyle brands, B2B, energy, tech, entertainment, food/beverage and beyond. TrizCom PR has a dynamic track record of local, regional, national and international media placements on behalf of its clients that, if monetized, would equal hundreds of millions of dollars. More information can be found at www.TrizCom.com or on Facebook: www.facebook.com/TrizComPR, Twitter: <https://twitter.com/trizcom>, YouTube: www.youtube.com/user/TrizComm, Instagram: <https://www.instagram.com/trizcompr> or on LinkedIn: www.linkedin.com/company/trizcom.

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