

SA wins IPRA GWA Grand Prize

The International Public Relations Association ([IPRA](#)), having presented [global awards](#) in June 2011, announced the winners of the Golden World Awards (GWA) at a ceremony in Istanbul on Friday, 21 October 2011.



Johanna McDowell IPRA President 2012
and Richard Linning IPRA President 2011

Described as a very prestigious award in the field of public relations, the Grand Prize, given by the IPRA GWA jury, went to Absa and Marina Penderis' for the 'Absa rings the bell' project from South Africa.

As part of the GWA activities, the day began with a panel meeting titled 'Tolerance and Communication' at Bahçesehir University ending with the award ceremony in the evening. The main sponsor of the night was Efes Group while THY and Turk Telekom were the service sponsors.

The annual board meeting of the IPRA was also held in Istanbul with the participation of the IPRA board, which will be headed by South African [Johanna McDowell](#) in 2012.

Winners

Twenty-nine awards were given as part of the ceremony. Electrolux 'Vac from the sea' project was awarded the corporate communication category award, UN Special Award and the Efes Group Special Award at the ceremony.



Richard Linning and Betül Mardin, the first
Turkish President of IPRA, Elizabeth
Ananto, IPRA president 2010



Richard Linning

The Special Award for the Central and Southeast Europe went to PR Point from Bulgaria with its Information Campaign, while Weber Shandwick, a prominent PR agency, received awards for 11 projects in eight countries including Malaysia, China, the US, Singapore, Spain, Belgium, the UK and Indonesia.

Aygaz, Garanti Emeklilik and Türk Telekom were among the Turkish companies running in the competition and receiving GWA awards for their projects.

For more, go to www.ipra.org.

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