



STREETALK

news from the fast lane

PRSTREET CONTINUES AWARD-WINNING WAYS



PRStreet has been awarded two **Sir Walter Raleigh Awards** by the **Raleigh Public Relation Society**: a gold award for its “**Don’t Tax Our Movies**” public awareness campaign and a silver award for the “**In the Pink: Breast Cancer Awareness Campaign.**” The company vied with entrants from across the state for these awards. The Sir Walter Raleigh award is the oldest award recognizing North Carolina’s public relations industry.

PRStreet’s gold award-winning entry in the **Political Communications** category was its 2005 campaign for the **NC/SC National Association of Theatre Owners**. The entry, entitled “Don’t Tax Our Movies,” was a public awareness campaign to inform the public about a proposed increase in the state sales tax on movie tickets. The statewide campaign achieved more than 2.7 million media impressions and nearly \$750,000 in earned publicity value. The

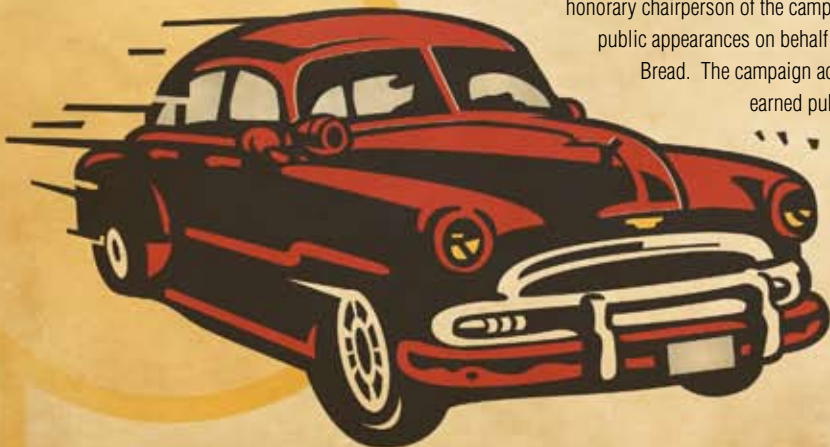
two-month long program consisted of a proactive media relations/public awareness campaign on television, radio and newspaper. Due to the public response to the campaign the proposed tax was taken out of the North Carolina budget.

PRStreet’s silver award-winning entry in the **Promotional Campaigns** category was its 2005 campaign for **Panera Bread** and the **Susan G. Komen Breast Cancer Foundation**. The entry, entitled “In The Pink: Breast Cancer Awareness Campaign,” was a community relations program designed to publicize October as Breast Cancer Awareness Month and Panera Bread’s pink bagel promotion to benefit the Susan G. Komen Breast Cancer Foundation. The month-long event included a kick-off breakfast with local breast cancer survivors, known as the Pink Ladies arriving in

style in a pink Cadillac. **Raleigh Police Chief Jane Perlov**, a breast cancer survivor, served as honorary chairperson of the campaign. Throughout the month of October, the Pink Ladies made public appearances on behalf of the Susan G. Komen Breast Cancer Foundation and Panera Bread. The campaign achieved more than 2.4 million media impressions and \$550,000 in earned publicity value.



“To be recognized and honored by our peers in the public relations industry is truly an honor,” said Graham Wilson, founder and president of **PRStreet**, “Each year, we compete against firms from across North Carolina, so I am especially pleased when **PRStreet** is recognized by RPRS for its public relations and community relations programs.”



SUMMER2006

high beams

CLIENT SPOTLIGHT



CYBER TRACKER HIGHLIGHTED AS A TOOL FOR TEEN DRIVER SAFETY

The **Cyber Tracker** received some incredible publicity across the country this summer as a result of a media tour conducted by **PRStreet**. Agency president Graham Wilson accompanied representatives from **Homeland Integrated Security Systems** to California to demonstrate how the Cyber Tracker can help reduce car accidents involving teenagers. A recent report stated that the months of May through August are the deadliest time of the year for teen drivers in California.



After extensive coverage from the California media, Cyber Tracker's capabilities were featured in more than 120 news stories nationwide, illustrating how the device can help parents monitor the activities and driving behavior of their teens.

The Cyber Tracker received media attention in such major markets as **New York, Los Angeles, Boston, Chicago** and **San Francisco**. The **Fox News Channel** also aired a national story about the Cyber Tracker.

PRStreet arranged for media interviews on radio, television and newspaper and worked with the company to develop a strategy to achieve the best coverage for the Cyber Tracker during the media tour.

The Cyber Tracker is a portable, low cost GPS/data device that can be programmed to track and manage everything from fleets, personal cars, or people.

www.hissusa.com

ZITS



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CAROLINA CROSSROADS ENTERTAINMENT & RETAIL COMPLEX



Carolina Crossroads, the entertainment and retail complex being built in Roanoke Rapids, NC, has tapped **PRStreet** to handle public relations and media relations for its two outdoor concerts scheduled for this year.

Christian artists **Steven Curtis Chapman** and **Third Day** performed August 19. **PRStreet** coordinated registration in the Media Center, as well as a news conference and photo-op with Steven Curtis Chapman.

On September 23, **Hank Williams, Jr.** and **Gretchen Wilson** will perform at the venue.

Carolina Crossroads is a 1,000 acre development being spearheaded by **Randy Parton**.



Carolina Crossroads will be built around music, family entertainment and shopping. The 1,500-seat Randy Parton Theater will open in 2007 and will feature country, pop, beach and gospel music acts. Plans also call for a 20,000 seat amphitheatre and a water park.

www.carolinacrossroads.com

ETHAN'S GLEN ICE CREAM SOCIAL

On Saturday June 10, **PRStreet** helped **Ethan's Glen** residents get summer off to an official start with an ice cream social at the community's pool. The families enjoyed frozen treats from **Maggie Moo's Ice Cream and Treatery**, as well as games and music. Maggie Moo herself even made a special appearance! Everyone was able to decorate their ice cream with a range of toppings including m&m's, Heath Bar and sprinkles.

The event was just one of several that **PRStreet** will be planning and coordinating with



Standout Properties.

Ethan's Glen is a new neighborhood developed by **Contentnea Creek Development** and is located off of Creedmoor Road in North Raleigh.

www.ethansglenfinehomes.com

HOLLYWOOD GLITZ AND GLITTER COMES TO GARNER

PRStreet helped make Hollywood come to Garner, NC to honor **Bill Arnold, Director of the North Carolina Film Association**. **PRStreet** planned and carried out a special dedication ceremony and reception at **Consolidated Theatres' White Oak Cinemas** on June 14. The theatre was dedicated to Mr. Arnold for his achievements in bringing film production to North Carolina.



Members of **NC/SC National Theaters Owners, the North Carolina Film Council, legislators** and local officials were in attendance.

At the dedication ceremony Bill Arnold and **Herman Stone, President and CEO** of Consolidated Theatres unveiled a 24"x 36" plaque which will be permanently displayed in the theatre's lobby. Following the dedication ceremony guests were treated to view the movie of their choice in a special screening.

The theme of the event was North Carolina movies, complete with bright lights and movie theme music, with Mr. Arnold arriving in style by limousine. The theatre lobby was decorated with memorabilia of films shot in North Carolina, along with three striking ice sculptures; one depicting North Carolina films, one depicting a movie projector and the third depicting a director's clapperboard.

In addition to planning and staffing the event, **PRStreet** also handled media relations for the ceremony. Coverage included the **Triangle Business Journal**, and trade publications **Box Office, Film Journal** and **In Focus**.

www.consolidatedmovies.com

PIGGLY WIGGLY NOW OPEN AT SUNSET BEACH

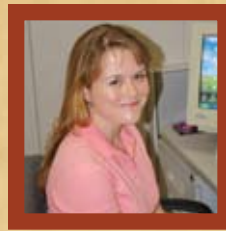
Residents and visitors of **Sunset Beach, NC** have a new, upscale, shopping center in their neighborhood. **Sunset Commons**, developed by **1st Carolina Properties**, is a 70,000 square foot shopping center offering the finest shopping experience with a state of the art **Piggly Wiggly**. The new shopping center opened in May.



The new Piggly Wiggly features a check-out system that recognizes customer's finger prints for payment. The Sunset Beach location is the first in North Carolina to feature the "Pay-by-Touch" technology. This Piggly Wiggly also offers a Starbucks, a spacious deli and bakery, and an extensive meat and seafood department.

PRStreet coordinated invitations to the grand opening, as well as providing 1st Carolina Properties and Piggly Wiggly with press materials to announce the new shopping center and obtain local media coverage.

www.1stcarolinaproperties.com



Alex Caldwell.

George Washington University

Alex Caldwell has a double major in English and Creative Writing and a minor in Spanish language and literature. She will be a senior at George Washington University in Washington, DC this fall.

When she isn't working at **PRStreet** she is either waiting tables or teaching swim lessons. In her free time Alex enjoys reading, water-skiing, thumbing through fashion magazines and playing with her dog, Bandit. After graduating this spring Alex plans on pursuing a career in magazine publishing. Her dream is to one day work for her favorite magazine, *Vogue*



Alison Grimme.

UNC Chapel Hill

Alison Grimme is a senior at the University of North Carolina at Chapel Hill. She will graduate with a degree in Journalism and Mass Communication, with a concentration in broadcasting

and a minor in Spanish. Along with her internship at **PRStreet**, she has interned at NBC 17. She serves as the president of a modern dance company on campus and enjoys all forms of dance, especially modern and ballroom.



Diana Coyle.

NC State University

Diana Coyle will be a senior in Communication with a concentration in Public Relations at North Carolina State University, with a minor in Parks, Recreation and Tourism Management.

She is Chi Omega sorority's Public Relations/ Marketing Chair, Secretary of Lambda Pi Eta Communication Honors Society, PRSSA President and a head of the Overall Planning Committee for Dance Marathon, a 24-hour community service even that raises money for the North Carolina Children's Hospital. After graduation she plans to pursue a career in Public Relations in the sport or tourism industry of North Carolina.

NORTH CAROLINA EDUCATION BALL RAISES \$266,000 TO BENEFIT EDUCATION FOURTH ANNUAL EVENT MOST SUCCESSFUL EVER

The 2006 **North Carolina Education Ball**, held June 3 at the Progress Energy Center in Raleigh, is now officially the most successful Education Ball ever. Many of North Carolina's business, community and education leaders attended the Ball.

After tallying direct expenses, the 2006 Education Ball netted \$266,967 for Communities In Schools of North Carolina (CISNC). The figure represents an increase of more than \$75,000 from the previous year.

"The incredible success of the 2006 Education Ball illustrates the support that Communities In Schools of North Carolina has throughout the state," said Linda Harrill, president of CISNC. "The money raised this year will go mostly to local CIS affiliates across North Carolina that work scrupulously to help keep at-risk students in school."

"Under the Silver Moon" was the theme of the evening, which celebrated educational advancements in North Carolina communities as well as the individuals who diligently work to improve the educational experience for students. Entertainment included performances by local school groups and Broadway legends, Oh! Those Voices! the New York Baritones.

In addition to the entertainment, four North Carolinians received the H. Glenn Williams "Power-of-One" Award. This year's recipients were Reggie Hawkins of Bayboro, Ann B. Goodnight of Cary, Petro Kulynych of Wilkesboro and "Coach" Joe I. White, Jr. of Charlotte.

PRStreet handled the publicity and media relations for the event, as well as assisting in coordinating a 30-minute television special on WTVD. www.cisnc.org.



Welcome to the first issue of a new and improved Streettalk, now in a quarterly edition. My hope is that this new version will be more informative and entertaining as we try to keep you up-to-date with everything that is going on in The Fast Lane.

The last several months have been busy and exciting for PRStreet. In addition to winning two awards from the Raleigh Public Relations Society and coordinating a number of effective campaigns and events, PRStreet is excited to add Carolina Crossroads to its growing list of clients. Set to become the next "Branson," Carolina Crossroads will consist of more than 1,000 acres of entertainment, retail and hospitality businesses that will make it a major regional destination.

I hope you enjoy reading about what PRStreet has been up to. As always, I will be interested in hearing your comments regarding this new format for Streettalk. Look for more exciting news and updates in our fall issue.

From The Driver's Seat,

Graham H. Wilson

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