



**EURO RSCG WORLDWIDE PR**

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***FOR IMMEDIATE RELEASE***

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**EURO RSCG WORLDWIDE PR VICE PRESIDENTS RECOGNIZED FOR  
EXCELLENCE IN BUSINESS-TO-BUSINESS MARKETING**

PITTSBURGH, June 10, 2008 – Susan English and Courtney Haines Myers, Euro RSCG Worldwide PR vice presidents, were jointly awarded the honor of Public Relations Practitioner of the Year at the 2008 BizMark Awards hosted by the Pittsburgh chapter of the Business Marketing Association (BMA). They were recognized together for their respective contributions in leading the Transitions Optical, Inc. account at Euro PR in Pittsburgh, a public relations and strategic communications firm.

Together, the duo has assisted Transitions in expanding the depth and reach of its programs, including cause-marketing, managed vision care, clinical research and education, and Hispanic marketing. While leading the account, their results-driven programs have received national recognition for the past six years.

Also honored at the BizMark Awards was Melissa White, a finalist for the Fast Tracker of the Year. White is an account executive on the Transitions account, and executes trade public relations efforts involving media relations, media material development and trade show support. Her assistance is also vital to the success of Transitions managed vision care, Hispanic and retail initiatives.

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“We are very proud of our Transitions team members for their accomplishments. We credit Euro PR’s longevity of 16 years with Transitions to the strategic thinking and flawless execution our team provides,” said Katie McSorley, executive vice president and managing director of Euro RSCG Worldwide PR in Pittsburgh.

Members of the board of directors of the Chicago and Colorado BMA chapters chose the winners of each award. BMA judges based their decisions on the nominee’s work in business-to-business marketing and communications.

The 2008 BizMark Awards ceremony marked the return of the BizMark awards for the first time in 10 years. For more information about the Pittsburgh chapter of the Business Marketing Association, visit its Web site at <http://www.bmapgh.org>.

### About Euro RSCG Worldwide PR:

Euro RSCG Worldwide PR, North America – part of the Euro RSCG Worldwide Public Relations network – is a full-service agency, offering a wide spectrum of strategic and practical services in the areas of consumer marketing, business-to-business, health care, technology, corporate communications and multicultural communications. For more information, visit [www.eurorscgpr.com](http://www.eurorscgpr.com).

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