

## Lippes Mathias Receives the Platinum “Best-in-Show” Excalibur Award from PRSA Buffalo Niagara Chapter for Media Relations



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Lippes Mathias is pleased to announce that its marketing & communications team has been awarded bronze and gold Excalibur Awards by the Public Relations Society of America (PRSA) Buffalo Niagara Chapter for their submissions, “Leveraging LinkedIn for a Landmark Legal Combination,” and “Making Headlines: Generating Media Coverage for an Unprecedented Combination” in the categories of campaigns – social media strategy and tactics – media relations, respectively.

The latter submission was one of 25 total entries in the tactics category and one of only 10 to receive the gold Excalibur Award, making it eligible for consideration for the platinum “best-in-show” award, which the firm subsequently won. The Excalibur Award for tactics – media relations, which was evaluated by the PRSA Orange County Chapter, was awarded to any tactics, programs, or events driven entirely by media relations.

This is the third year in a row that Lippes Mathias’ marketing team has been honored at the Excalibur Awards.

### ***About PRSA Buffalo Niagara Chapter***

*With the vision to unify and strengthen the profession of public relations, the Public Relations Society of America (PRSA) has established itself as the pre-eminent organization that builds value, demand, and global understanding for public relations. The Buffalo Niagara Chapter, one of the nation's fastest-growing local chapters, mirrors the national organization's mission to advance the profession and the professional.*

### **About Lippes Mathias LLP**

*Lippes Mathias is a full-service law firm with nearly 175 attorneys serving clients regionally, nationally, and internationally. With offices in Buffalo, Clarence, Albany, Long Island, New York, Rochester and Saratoga Springs, N.Y.; Greater Toronto Area; Chicago, Ill.; Jacksonville, Fla.; Cleveland, Ohio; San Antonio, Texas; Oklahoma City, Okla. and Washington, D.C., the firm represents publicly and privately-owned companies, private equity and venture capital firms, real estate developers, financial institutions, municipalities, governmental entities, and individuals.*

## Related Team



**Jennifer L. Greene**

Chief Marketing

Officer