



The Rapides Foundation

News Release

FOR IMMEDIATE RELEASE

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The Rapides Foundation receives numerous public relations awards from the Southern Public Relations Federation

Biloxi, MS – The Rapides Foundation has been honored for its public relations efforts, winning five awards from the Southern Public Relations Federation (SPRF). The awards were announced this evening at the organization's 27th Annual Award Ceremony.

More than 160 entries were submitted in the competition, which recognizes public relations achievements in a four-state area.

The Rapides Foundation was honored for the following efforts:

Special Public Relations Program – Long Term: AED Deployment

The Foundation has handled public relations activities for this project, which is a partnership with the American Heart Association. Through this program, automated external defibrillators (AEDs) are being provided to rural firefighters and safety officers throughout 11 parishes in Central Louisiana. AEDS are portable devices, which can restore normal rhythm during cardiac arrest.

Public Service Announcement – Television: AED Deployment

The Foundation was recognized for the production of a thirty-second television public service announcement to alert the public about the deployment of these lifesaving devices.

Opinion-Editorial Column

This award honored newspaper columns by Board Chairman Greg Nesbitt and President/CEO Joe Rosier, which featured the Foundation's efforts to positively impact the health and well-being of people throughout Central Louisiana.

In addition, the Foundation received awards for its 1999 Annual Report and quarterly newsletters.

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