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FOR IMMEDIATE RELEASE

“Life...supplemented” Wins 2010 Silver Anvil Award
-- Industry Initiative Takes Top Public Relations Honor --

WASHINGTON, D.C., JUNE 14, 2010 – The “Life...supplemented” consumer wellness initiative won a Silver Anvil Award in the category: Reputation/Brand Management (Associations). The Public Relations Society of America (PRSA) sponsors the Silver Anvil Awards annually to recognize organizations that do exemplary work in the field of public relations, and the Silver Anvil is considered the highest recognition within the public relations industry. The ceremony was held June 3 in New York.

“The Silver Anvils continue to recognize the best practices in our [public relations] field,” said James J. Roop, APR, Fellow PRSA, 2010 Awards and Honors Committee chair and president of Roop & Co., Cleveland, Ohio.

The campaign, created by CRT/tanaka, an award-winning public relations and marketing firm, and managed by the CRN Foundation (the educational affiliate of the Council for Responsible Nutrition), encourages consumers to focus on the three pillars of health—healthy diet, dietary supplements and exercise—along with other smart healthy lifestyle choices.

“This consumer wellness initiative is an extraordinary effort by an industry that is passionate about its consumers and eager to educate the public about the valuable role dietary supplements play as part of a comprehensive approach to wellness,” said Judy Blatman, senior vice president, communications, CRN, who manages the campaign. “It’s an honor to share this award with CRT/tanaka, our Steering

Committee and funders, and our [Social Media Advisory Board](#) and other campaign advisors.”

This award comes on the heels of several recent award wins for “Life..supplemented.” Earlier this year, the campaign won a “Big Apple Award” from the Public Relations Society of America (PRSA) New York Chapter in the category – Reputation & Brand Management: Government, Associations & Non-Profit Organizations. Additionally, the campaign received one of two “Best-in-Show” Capital Awards at the PRSA Richmond (Virginia) Chapter, specifically for its Healthcare Professionals Impact Study.

The “Life...supplemented” campaign was created and executed by CRT/tanaka, headquartered in Richmond, Va, and New York. Now in its third year, 39 dietary supplement and affiliated companies have funded the “Life...supplemented” campaign, including the following Steering Committee members: BASF Corporation, Bayer HealthCare, DSM Nutritional Products, NBTY, Pharmavite and Pfizer Consumer Healthcare.

High resolution photos available. Contact CRN’s Erin Hlasney at 202-204-7684 for details.

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About "Life...supplemented": "Life... supplemented" is a consumer wellness campaign dedicated to driving awareness about the mainstream use of dietary supplements as an integral part of a proactive personal wellness regimen that combines healthy diet, supplements and exercise. The campaign is managed by the Council for Responsible Nutrition, the leading trade association for the dietary supplement industry, under its affiliated 501(c) (3), the CRN Foundation. The dietary supplement category includes products such as vitamins, minerals, botanicals, sports nutrition, weight management and specialty supplements. More than 150 million Americans use these products each year to promote and maintain good health. Find out more about AlphaWELLS, WELLS, WannabeWELLS and OhWELLS by clicking on [My Wellness Scorecard](#) at www.lifesupplemented.org.

About CRT/tanaka: CRT/tanaka is an award-winning public relations and marketing firm known for its whatcanbeSM workplace culture and approach to business. Headquartered in Richmond, Va., and New York, with offices in Los Angeles, Washington, D.C. and Norfolk, Va., CRT/tanaka features four integrated specialties – Consumer, Health, Corporate and Interactive/Social. The agency has been recognized with more than 300 national and regional awards for its strategic counsel, creativity, workplace culture and community service. More information about CRT/tanaka is available at www.crt-tanaka.com.

About the Public Relations Society of America (PRSA): With more than 31,000 members, [PRSA](#) is the largest organization of public relations professionals and students. PRSA is comprised of 111 local [Chapters](#) organized into 10 geographic [Districts](#); 16 [Professional Interest Sections](#) that focus on issues, trends and research relevant to specialized practice areas, such as technology, health care, financial communications, entertainment and sports, and travel tourism; and the [Public Relations Student Society of America](#) (PRSSA), which has more than 300 [Chapters](#) at colleges and universities in the United States and abroad. PRSA is headquartered in New York.