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MEDIA CONTACT:
Ruth Ann Becker or Caroline Witherspoon
Becker Communications, Inc.
(808) 533-4165

**BECKER COMMUNICATIONS, INC. WINS BEST OF SHOW AT
2010 IABC HAWAII ILIMA AWARDS**

HONOLULU (June 10, 2010) – Becker Communications, Inc., a full service PR and marketing firm, took home top honors at the 2010 International Association of Business Communicators – Hawaii Chapter Ilima Awards dinner.

The Ilima Awards recognizes the best communications work done in Hawaii in 2009. This year, more than 90 communication projects or programs were submitted for judging.

BCI received the coveted Kau I Ka Hano Award, which is presented to the project or program that nets the highest overall score among all submissions, for the *2009 Hawaii Seed Crop Economic Report* produced on behalf of the Hawaii Crop Improvement Association. The judges called the report “clean, modern, attractive and easy to read” with “strong photos that put a face on the issue.”

BCI also won Awards of Excellence for the *12 Days of Kraft Foods* radio commercial, which the judges described as “sweet, simple and memorable,” and the *East-West Center 50th Anniversary Video*, which the judges said was “impactful” and “hit all the objectives.”

In addition, BCI received Awards of Merit for the *Retina Institute of Hawaii Website* and the *Hildgund Jewelry Gift Giveaway*. The judges described the Retina Institute Website as a “pretty cool new site that works well on many levels” and said the Hildgund Jewelry campaign was “beautifully planned and executed.”

The Ilima Awards judges, who represented IABC chapters on the Mainland, said that overall the breadth and depth of this year’s submissions made scoring particularly difficult.

Becker Communications, Inc. is a full-service public relations agency based in Honolulu, Hawaii. The 24 year-old firm represents a wide variety of clientele, providing services in the areas of promotions and publicity, issue management and crisis communications, government and community relations, and online marketing and communications. More information about the company can be found at www.beckercommunications.com.

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