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C.Fox Communications Receives 2011 Thoth Award for Outstanding Media Relations Campaign

WASHINGTON, October 3, 2011 – The [Public Relations Society of America's National Capital Chapter](#) (PRSA_NCC) honored [C.Fox Communications](#) with a Thoth Award in the integrated media relations category for its work on behalf of the [Progressive Insurance Automotive X PRIZE Winner's Announcement](#). The award was presented at the 43rd Annual Thoth Awards Gala, on September 22 at the [National Press Club](#) in Washington, D.C.

"This award is quite an honor, and is shared by all members of our team that worked on this special campaign," said Carrie Fox, C.Fox Communications' founder and president. "The international media coverage resulting from the Progressive Insurance Automotive X PRIZE project represents some of our proudest work, and exemplifies the dedication and enthusiasm we bring to all our clients."

The Progressive Insurance Automotive X PRIZE was a global competition that awarded \$10 million to three teams who built cars that achieved at least 100 MPGe in real world driving. These cars were safe, affordable, and desirable with the ultimate goal of offering more efficient vehicle choices to consumers. Winners were announced on Thursday, September 16, 2010 in Washington, D.C. as part of an integrated campaign to bring public and media awareness of the competition, and help build a national movement toward cleaner and more efficient fuel and vehicle technologies.

Nearly 190 of the Greater Washington area's top leaders in public relations and communications attended the event, including special guest presenters Scott Montgomery, editor of *Roll Call*, Bill Novelli, co-founder of Porter/Novelli and honorary director of KidSave. During the gala event, 27 Thoth Awards and 16 Certificates of Excellence were presented to regional communications stars. Recipients included a wide array of area public relations agencies, companies, government organization, and trade and professional associations.

"The Thoth Awards are an annual celebration of outstanding achievements by public relations practitioners and organizations around the D.C. metropolitan area. This year's winners were a great example of innovative communications that achieved impressive results for a wide array of organizations. Some programs impacted public policy, others created conversations, promoted an event, or called for action to ultimately improve peoples' lives," said Brigitte Johnson, APR, PRSA-NCC 2011 President. "We are thrilled to annually salute the leaders among us and congratulate all of them for their hard work and success."

About [C.Fox Communications](#)

C.Fox Communications is an award-winning and woman-owned business based in Silver Spring, MD which serves mission-driven organizations through the development and implementation of smart PR and marketing strategies that increase awareness, drive business growth, and deliver client stories in a memorable way. Since April 2004, C.Fox Communications has been providing public relations and marketing services to a range of organizations in a variety of industries including environmental, education, health and wellness, and social services. The agency is also listed as an approved vendor by the General Services Administration (GSA) to serve executive agencies, federal government agencies, and other specially classified organizations. Learn more about C.Fox Communications at www.cfoxcommunications.com or follow the agency on Twitter [@cfoxcomm](#).

About [Public Relations Society of America National Capital Chapter](#)

PRSA-NCC is a professional public relations association of about 1,500 members in the Washington, D.C., metropolitan region. PRSA-NCC provides professional development programs, accreditation instruction, and networking. PRSA-NCC also promotes public relations education through five area Public Relations Society of America student chapters. For more information, please visit www.prsa-ncc.org or call 703-691-9212.

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