

## PRESS RELEASE

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### **EQUINOX SWEEPS THE BOARD AT CIPR PRIDE AWARDS 2011**

Leading Welsh Communications Consultancy, Equinox Communications, won an outstanding seven awards at this year's CIPR Pride Awards on Friday (28 October 2011). The annual awards celebrate the best campaigns, performances and individuals from the world of public relations across Wales.

Equinox scooped seven awards to add to previous years' success and is celebrating wins for a number of clients and across a variety of disciplines including:

- Crisis Communications – Arriva Trains Wales
- Consumer Relations – The Valleys Heart and Soul campaign
- Community Relations – Fly Tipping Action Wales
- Best Use of Media Relations – The Valleys Heart and Soul campaign
- Best Use of Social Media – The Valleys Heart and Soul campaign
- Best campaign under £10,000 - Only Boys Aloud as part of The Valleys
- Outstanding Young Communicator – Helen Newton

The awards mark the end of a successful 12 months for the consultancy despite a challenging trading environment. Equinox capitalised on the explosion of use in digital communications and set up its own in-house digital communication department in 2009. After expanding its marketing offer in early 2010, the company rebranded to reflect its full service communications offer which now includes design and film, media training and advertising as well as public relations.

Turnover increased by over 10% to reach more than £800,000 and directors Eryl Jones and Zara Cottle have ambitious targets to grow by a further 20% this year.

Staff headcount is now 12 including the three new appointments:

Elinor Evans – Account Executive

Katie Brandon – Account Manager

Beth Rees – Assistant

Zara Cottle, director, said: “The recognition of industry awards provide a real boost for the team who have worked so hard to deliver fantastic campaigns over the past year. It has been a difficult year for the industry but we have diversified and worked hard to ensure we stay ahead of the game, which has really paid off.”

Established in 1996, Equinox is well known for its transport clients and currently represents Fastnet Line, the Swansea Cork ferry company, Arriva Trains Wales as well as Cardiff International Airport. It also has impressive credentials in the leisure and tourism sector, working for a numbers of sites commercial property agents Savills and also running The Valleys Heart and Soul tourism campaign among other tourism and regeneration campaigns for the Welsh Assembly Government.

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