



**PROFIT COMMUNICATIONS and BERGEY CREATIVE GROUP  
WIN PEPPERPOT ACHIEVEMENT AWARD FOR CORRADO & SONS BROCHURE**

BLUE BELL, PA - January 6, 2008 -- PROFIT Communications, a Blue Bell-based independent public relations firm collaborated with Bergey Creative Group, Harleysville to create a Pepperpot Award-winning brochure for Souderton-based Corrado & Sons, Inc., entitled '*Elevating the Art of Masonry.*' The two firms were recently honored at Public Relations Society of America's (PRSA) 39<sup>th</sup> Annual Pepperpot & Achievement Awards at The Academy of Natural Sciences in Philadelphia.

Public Relations professionals from the Delaware Valley are recognized for entries placed in a wide range of categories including special events and observances, crisis communications to online media. "We were thrilled to receive this top honor for the brochure category considering all submissions are evaluated by our PRSA peers," explained, Debbie Israel, APR, president, PROFIT Communications. "It was truly a fun and memorable night."

**About PROFIT Communications**

PROFIT Communications is an independent public relations and marketing communications firm located in Blue Bell, PA. Founded in 2000, PROFIT offers a wide range of communication services for small to mid-size companies and organizations. PROFIT clients have included: Ambler Savings Bank, Play & Learn, Gessner Products, Inc., Environmental Tectonics Corporation (ETC), KenCrest, Liberty Lutheran Services, Richmond Region 2007, T.H. Properties (THP), SonoWorld and The Pines at Whiting.

For more information about PROFIT Communications, call **215/628-3640** or visit their web site at [www.profitcommunications.com](http://www.profitcommunications.com).

**History of the Pepperpot Awards**

Born from a small, inspired suggestion in 1968, the concept of the Pepperpot Award has grown into one of the most coveted awards in the field of public relations. It continues to be the annual highlight of the Philadelphia Chapter of the Public Relations Society of America (PRSA).

The award program created nearly four decades ago was named by Bill Parker, APR, then president of the Philadelphia Chapter who worked for Campbell Soup. Parker said, "like Philly's famous soup, we put everything we have into all of our public relations campaigns."

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