



Contact:
Rachael Sejnoha
Public Relations Coordinator
770-763-4687
rachael.sejnoha@gas-south.com

Gas South Wins PRSA Georgia Phoenix Award for 10th Anniversary Campaign
Award recognizes public relations excellence in Georgia

(Atlanta – Nov. 7, 2016) – Gas South, one of the leading natural gas providers in the Southeast, was honored at the 2016 Awards Ceremony hosted by the Georgia Chapter of the Public Relations Society of America. The company received a prestigious [Phoenix Award](#) for its 10-day event commemorating Gas South’s 10-year anniversary.

Gas South launched its anniversary celebration in January 2016, partnering closely with FleishmanHillard, to create a strategic campaign plan. Through a dynamic mix of several PR disciplines – including employee relations, social media, media relations and community relations – Gas South layered in multiple activations for its 10th anniversary event series.

The event series, “10 Days of Gas South,” included a daily theme to recognize and reward employees for their hard work and dedication. As a result of the campaign, the company achieved and exceeded measurable objectives by garnering a total reach of more than 150,000 traditional media impressions. Also, the company’s social engagement increased by 167 percent for Twitter and 810 percent for Facebook, compared to the previous month.

“We’re honored to be recognized by PRSA Georgia for our anniversary campaign. Gas South’s 10th anniversary not only allowed us to reflect on the company’s first 10 years in business, but it also enabled us to build excitement for the next 10,” said Meredith Hodges, Gas South vice president of human resources and external affairs.

The annual awards ceremony was held on November 3 at the Cobb Energy Performing Arts Centre and was attended by more than 400 guests. During the ceremony, Phoenix Awards and Awards of Excellence were presented to the best PR programs and projects executed in Georgia between June 1, 2015 and May 31, 2016.

About Gas South

Gas South is a leading provider of natural gas in competitive retail markets and serves approximately 300,000 residential, business and governmental customers throughout Georgia and Florida. Based in Atlanta, the company distinguishes itself by offering great everyday low rates, outstanding local customer service, and a dedication to give back to

the communities it serves. Gas South is a wholly-owned subsidiary of Cobb EMC, one of the country's largest electric cooperatives. For more information, visit www.gas-south.com.

###