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## **Exeter PR agency wins Silver at coveted industry awards**

Exeter-based Public Relations agency KOR Communications has picked-up a Silver Award for Best Campaign at this year's Chartered Institute of Public Relations (CIPR) PRide awards for the West of England region, held in Bristol.

The agency was the only Devon winner in this year's coveted awards and received the accolade for its work on a domestic abuse awareness campaign called *Is this Love?* on behalf of Devon's domestic violence and abuse partnership ADVA.

*Is this Love?* began as a week-long campaign in November 2010, using the real-life experiences of teenagers in abusive relationships to highlight the signs of unacceptable behaviour to other young people. The campaign was developed in response to NSPCC research which indicated that a quarter of girls aged 13 to 17 have experienced physical violence from a boyfriend.

A short animation by Emily Cooper provided the focal point of the campaign, using the voices and first hand experiences of teenage girls from Devon who previously suffered domestic violence and abuse.

In their citation, the CIPR judges said the project "delivered on all its objectives, secured a good level of media coverage to raise awareness of the problem and available support networks and delivered a joined-up campaign with the police, also producing posters to reinforce the core message."

KOR's Managing Director Annette Richman said: "The success of *Is this love?* is down to the honest and shocking accounts of some young people who found themselves in abusive relationships. With the help of Devon and Cornwall Police, Devon County Council and the Linx Project, the campaign has helped to raise awareness of a very real and often hidden problem. We are very proud to have won the award on behalf of everyone who took part in this vital piece of work."

*Is this Love?* is now an education resource available to all of Devon's secondary schools via the ADVA website [www.adva.org.uk](http://www.adva.org.uk)

KOR Communications specialises in public relations, photography, film production and media training counts a number of the region's key businesses and organisations among its clients.

## **ENDS**

To view the "Is This Love?" animation or for more information on ADVA and its services across Devon please visit [www.adva.org.uk](http://www.adva.org.uk)

For more information contact Annette Richman at KOR Communications on 01392 466 733

[www.korcommunications.co.uk](http://www.korcommunications.co.uk)

## **NOTES TO EDITORS**

The annual PRide Awards recognise excellence and reward achievements in public relations and communications across the UK. Covering twelve regions nationwide, the awards showcase the work of CIPR member organisations across a number of categories and this year attracted over 1000 submissions. [www.cipr.co.uk](http://www.cipr.co.uk)