



FOR IMMEDIATE RELEASE

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**C-STRATEGIES WINS COVETED 2020 GOLD STEVIE® AWARD IN COMMUNICATIONS OR PR
CAMPAIGN OF THE YEAR - MEDIA RELATIONS**

C-Strategies Takes Gold Award for Media Relations Campaign Amplifying Golden Apple's Accelerators Program

CHICAGO – C-Strategies has been named the winner of a Gold Stevie® Award in the Communications or PR Campaign of the Year - Media Relations category in the 17th annual Stevie Awards for Women in Business.

The Stevie Awards for Women in Business honor women executives, entrepreneurs, employees, and the companies they run – worldwide. The Stevie Awards have been hailed as the world's premier business awards.

Winners will be celebrated during a virtual awards ceremony on Wednesday, December 9. [Registration for the ceremony is now on sale.](#)

More than 1,500 entries were submitted this year for consideration in multiple categories. C-Strategies won in the Communications or PR Campaign of the Year - Media Relations category for Communications & Marketing.

C-Strategies' earned media campaign, which included a series of targeted events in media markets across the state, generated hundreds of media hits about Golden Apple's new Accelerators program, a new teacher residency and licensure program created to address Illinois' teacher shortage crisis that is expediting the preparation of highly-qualified educators in central, southern, and western Illinois. The campaign also boosted public awareness about the teacher shortage crisis and set the stage for Golden Apple to secure additional state funding.

"We're thrilled to be recognized by The Stevie Awards for our work to help position Golden Apple and their new Accelerators program as a solution to Illinois' teacher shortage crisis," said Becky Carroll, President and CEO of C-Strategies. "Communities most impacted by this shortage are under-resourced and often black or brown and this crisis is a threat to their students' futures. We're grateful to have been able to play a role in expanding awareness about this crisis and amplifying Golden Apple's work to resolve it."

C-Strategies works with corporations, advocacy campaigns, and organizations serving marginalized communities that face a multitude of inequities. The firm helps clients tell their stories, leads advocacy campaigns in support of public policy that aligns with its values, provides crisis management and brand

reputation services, develops content across platforms and works with corporations that aim to expand economic opportunity in communities throughout Illinois.

Details about the Stevie Awards for Women in Business and the list of Gold, Silver, and Bronze winners in all categories are available at www.StevieAwards.com/Women.

Gold, Silver, and Bronze Stevie Award winners were determined by the average scores of [more than 180 business professionals](#) around the world, working on seven juries.

Maggie Gallagher, president of the Stevie Awards, said, “In a year like no other in our lifetimes, we’ve produced a cohort of amazing, Stevie-winning women, organizations, and achievements like no other. At all times our winners show themselves to be fearless and indomitable, but their leadership and example are especially valued this year. We congratulate all of our Gold, Silver, and Bronze Stevie winners. We look forward to celebrating them during our December 9 virtual ceremony, and to hearing from some of them during our Women|Future Conference on November 12-13.”

About C-Strategies

C-Strategies is a strategic communications and public affairs firm whose leadership has served on the front lines of major public policy and political campaigns in Chicago and Illinois for nearly two decades. Employing results-driven tactics and utilizing its networks to build strategic plans, guide public opinion and manage through crisis, C-Strategies brings passion and veteran experience to help clients meet their business goals, turn big ideas into action and simply get things done. Learn more at <http://cstrategies.com/>.

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