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**C-STRATEGIES PRESIDENT AND CEO, BECKY CARROLL, LEADS FIRM'S THREE 2021 STEVIE® AWARDS FOR WOMEN IN BUSINESS WITH SILVER WOMAN OF THE YEAR HONOR**

*C-Strategies Takes Top Gold Award in Two Communications or PR Campaigns of the Year Categories*

**CHICAGO, IL** – C-Strategies Inc., a strategic communications and public affairs firm, has been named the winner of two Gold Stevie® Awards in the Communications or PR Campaign of the Year categories in the 18<sup>th</sup> annual Stevie Awards for Women in Business. C-Strategies Founder, President, & CEO Becky Carroll was also honored with a Silver Stevie® Award for Woman of the Year - Advertising, Marketing & Public Relations.

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 Thursday, January 13, 2022 and [registration for the ceremony is now on sale](#).

Considered one of Chicago's top public affairs strategists, Becky Carroll founded C-Strategies in 2015 to fulfill her vision of launching a communications and public affairs firm that works to make Chicago and Illinois better places for everyone. Since then, C-Strategies has consistently produced winning campaigns for clients in a diverse range of industries, including: construction, education, transportation, finance, healthcare, labor, women's health, and technology. Honored for her strong leadership, civic engagement, and ability to secure results for clients, this is Becky's first national award that recognizes her as a leader in public relations and public affairs.

"As our firm grows, I am so grateful to continue representing organizations, corporations and nonprofits dedicated to creating opportunities to make our city and state more inclusive and equitable for everyone," said Carroll. "I always encourage my team to view themselves as an extension of our clients' operation, integrating and embedding themselves within these organizations and businesses so we can become their biggest advocates. That dedication is integral to our success as a team and in delivering results for our clients."

More than 1,500 entries were submitted this year for consideration in more than 100 categories. Gold, Silver, and Bronze Stevie Award winners were determined by the average scores of [more than 160 business professionals](#) around the world, working on eight juries. C-Strategies received wins in the following categories with the following campaigns:

- Gold Stevie® Award for Communications or PR Campaign of the Year - Crisis Management with "Returning Vaccines to Loretto Hospital"
- Gold Stevie® Award for Communications or PR Campaign of the Year - Public Affairs with "Right to Return to Work"

When news of misallocated COVID-19 vaccinations at Loretto Hospital on Chicago's west side began to spread rapidly in Spring 2021, C-Strategies stepped in after this news broke to mitigate the negative narrative and get them back on track to delivering vaccines as part of the City's program. As a result of the firm's crisis management efforts, C-Strategies' moved Loretto off front page news, stopped coverage of a flurry of false and misleading stories and helped restore Loretto's ability to vaccinate vulnerable community members against COVID-19. **"A really difficult challenge bravely met,"** commented one judge on the campaign.

Throughout 2021, C-Strategies worked with Chicago labor union UNITE HERE Local 1 to drive the narrative around its "Right to Return to Work" ordinance. The ordinance, which would require hotels to reinstate previous employees before hiring replacement workers, was aimed at protecting hospitality workers — who were primarily women of color and immigrants — whose livelihoods were taken from them through no fault of their own due to the pandemic. After a successful public affairs campaign that included leveraging compelling personal stories of affected-workers, generating ample media coverage in Chicago to keep the passage of the ordinance top-of-mind, and combating false narratives surrounding the ordinance, the Hotel Worker's Right to Return to Work Ordinance unanimously passed the Chicago City Council in June 2021. A judge for this entry commented that the campaign was **"expertly executed, well supported, and valuable."**

Commenting on Carroll's Woman of the Year - Advertising, Marketing & Public Relations award, one judge wrote, **"Becky Carroll shows promising results with the PR & Marketing campaigns she leads. Her efforts to improve communication and understanding among the diverse communities — especially with her strong work ethics and women supporting work environment — makes her well suited to be nominated for the 'Woman of the Year' award."** While another wrote, **"A strong candidate for woman of the year. Her nomination shows her to be a formidable voice in public affairs in Illinois."**

Maggie Gallagher Miller, President of the Stevie Awards, said, "We thought the remarkable stories of achievement we saw in last year's awards couldn't be topped, but we were wrong. Women-owned and -run organizations have contributed significantly to the increase in innovation and entrepreneurial activity we've seen globally since the beginning of the COVID-19 pandemic. The nominations submitted to the 18<sup>th</sup> Stevie Awards for Women in Business that attest to this are inspiring, humbling, and motivating."

Details about the Stevie Awards for Women in Business and the list of Gold, Silver, and Bronze winners in all categories are available at <https://stevieawards.com/women/2021-stevie-award-winners>.

### **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 <https://www.cstrategies.com/>.*

### **About the Stevie Awards**

*Stevie Awards are conferred in eight programs: the Asia-Pacific Stevie Awards, the German Stevie Awards, the Middle East & North Africa Stevie Awards The American Business Awards®, The International Business Awards®, the Stevie Awards for Great Employers, the Stevie Awards for Women in Business, and the the Stevie Awards for Sales & Customer Service. Stevie Awards competitions receive more than 12,000 entries each year from organizations in more than 70 nations. Honoring organizations of all types and sizes and the*

*people behind them, the Stevies recognize outstanding performances in the workplace worldwide. Learn more about the Stevie Awards at <http://www.StevieAwards.com>.*

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