For immediate release
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PAG’s Sun Rideshare campaign earns PR awards

Pima Association of Governments received two 2014 Impact Awards for Excellence in Public Relations from the Southern Arizona Chapter of the Public Relations Society of America on Oct. 21.

PAG’s Sun Rideshare “Drive Less. Save More.” campaign earned an award under the Image or Brand Identity Campaign and a second award as the Best in Show for the campaign. Sun Rideshare, a program of PAG, is a regional transportation assistance program.

The campaign helped to increase awareness of the Sun Rideshare program and alternate mode transportation choices. As a result, more people visited the Sun Rideshare website and signed up in the Sun Rideshare travel database in order to be eligible for the Sun Rideshare Rewards Program.

PAG was recognized for a well-planned campaign, including informal research at the onset, as well as campaign results.

PRSA’s Southern Arizona Chapter promotes the practice of public relations in Tucson and in cities, towns and unincorporated areas throughout southern Arizona. Nationally, PRSA is divided into 10 geographical districts with a total of 110 chapters across the United States. The 21,000-member Public Relations Society of America is the world’s largest organization for public relations professionals.


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