



FOR IMMEDIATE RELEASE:

Boutique Firm Wins Two of Four LACP Magellan Awards JB Cumberland PR Campaigns Honored in Consumer Goods Category

New York. January 15, 2009. – **JB Cumberland PR** (JBCPR), a full-service, independent, boutique public relations firm specializing in consumer product companies, achieves industry recognition by winning two LACP Magellan PR awards in the same category! Of the PR programs recognized within the “competitive consumer goods category,” the JBCPR campaigns for **Reisenthel** and **ZeroWater** were honored with a platinum and silver award, respectively, beating out and ranking alongside PR industry giants.

In 2008 Reisenthel, a successful, established German accessories company, joined forces with JBCPR to launch and position their line of carrybags in the US market. The 2008 Platinum LACP Magellan Award was given to the campaign for its creative positioning of the reusable bags as an eco-conscious product, thus anticipating consumer need. In beating out all of its competition, Reisenthel received an impressive 96 points of the possible 100.

The Silver LACP Magellan Award was given to the JBCPR campaign to launch ZeroWater. This campaign focused on accelerating the migration from bottled water to home filtered water. Capitalizing on the capabilities and expertise of its new “green division,” JBCPR successfully gathered a panel of notable experts in the green community around the theme “How can we go back to tap.”

About LACP

League of American Communications Professional (LACP) was established in 2001 in order to create a forum within the public relations industry that facilitates discussion of best-in-class practices within the profession while also recognizing those who demonstrate exemplary communications capabilities. As part of this goal, LACP hosts quarterly competitions, which routinely includes hundreds of entries from some of the most recognized organizations throughout the world. The **Magellan Awards Communications Campaign Competition** annually recognizes the best publicity campaigns from some of the most recognized organizations throughout the world.

About JB Cumberland PR (JBCPR)

JB Cumberland PR has been providing outstanding Public Relations for consumer products since 1985, offering results-oriented, strategic public relations and marketing capabilities to increase sales, shape brand image and create market share-driving **sales and profitability** and increasing brand awareness for our clients. As a result of all these years of providing quality products and information to the press, JBCPR has established one of the most effective media networks in the country.

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