



**CONTACT: Trista G. Meister  
239-354-1468**

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## **David Lawrence Center and C2 Communications Recognized with PRSA Sunshine District Radiance Award**

Naples, FL – The David Lawrence Center, Collier County's only comprehensive, not-for-profit mental health and substance abuse treatment facility serving children, adults, and families, and its communications partner, C2 Communications, were recognized by the Public Relations Society of America (PRSA) Sunshine District with a Radiance Award for the social media campaign "Engaging Young Executives in Support of Mental Health".

The Radiance Awards honor outstanding achievement in comprehensive public relations campaigns. Entries were judged based on the professional standards of research to identify the opportunity, strategic planning to achieve objectives, execution of high quality materials, evaluations of results, as well as the effective use of the budget.

"We are so proud of the efforts of both our communications team and Young Executives who have worked tirelessly as advocates in our community to spread awareness about mental health throughout the younger demographic in SW Florida. This social media campaign will have lasting effects in building partnerships that enhance the health and wellness of the one in four children and adults who experience mental, emotional, psychological, and substance abuse challenges in our community," said Scott Burgess, CEO of the David Lawrence Center.

Working with C2 Communications, David Lawrence Center developed a social media strategy to help engage its group of Young Executives in the Center's mission of creating life-changing wellness in Collier County. As a grassroots movement, the campaign sought to expand the Center's reach through word of mouth to young executives in Collier County. The campaign's goals were to double attendance to DLC Young Execs two signature events and increase fundraising by 25 percent. Since 2010, the DLC Young Executives have increased attendance to its events from 80 guests to 539 guests. Additionally, fundraising by the grassroots organization has increased from \$2,105 in 2010 to \$25,450 in 2013/2014.

David Lawrence Center is the Southwest Florida-based, not-for-profit leading provider of behavioral health solutions dedicated to inspiring and creating life-changing wellness for every individual. The Center provides innovative, comprehensive inpatient, outpatient,

residential and community based prevention and treatment services for the one in four local children and adults who experience mental health, emotional, psychological and substance abuse challenges. David Lawrence Center has eight locations in Collier County and touches the lives of more than 40,000 people each year. For more information about David Lawrence Center call 239-455-8500 or visit [www.DavidLawrenceCenter.org](http://www.DavidLawrenceCenter.org).

***About the Public Relations Society of America***

Chartered in 1947, the Public Relations Society of America (PRSA) is the world's largest and foremost organization of public relations professionals. PRSA's Sunshine District represents 1,000 public relations professionals from seven chapters throughout Florida. The Sunshine District is one of 10 PRSA districts nationwide and provides educational resources, scholarships, and professional development opportunities for the industry's leading professionals. On a local and national level, PRSA provides professional development, sets standards of excellence and upholds principles of ethics for its members and, more broadly, the multi-billion dollar global public relations profession. For more information, visit [www.PRSASunshine.com](http://www.PRSASunshine.com).

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