

Triple PRISM scoop for Magna Carta

Magna Carta Public Relations scooped three accolades at the recent 2006 PRISA PRISM Awards, winning the sponsorship category with its Standard Bank Pro20 Series campaign, and the advocacy and lobbying category with its South African Reserve Bank Makoya Moola campaign, which also received the overall PRISM Bronze Award for the Best Campaign in 2005. Says Michele Anderson, MD of Magna Carta, "These awards are the proverbial cherry on the top of what was an amazing year in 2005." The Makoya Moola campaign earned a Golden World Award from the International Public Relations Association (IPRA) last year.

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