



Winners of the 2011 Bulldog Awards for Excellence in Media and Public Relations Campaigns Have Been Announced

OAKLAND, CA--(April 8, 2011) - More than 100 winners of the 2011 Bulldog Awards for Excellence in Media and Public Relations Campaigns were announced today by Bulldog Reporter. Winners enter a pantheon of exemplary communications practitioners, and their campaigns will be summarized in the Bulldog Awards *Hall of Fame* magazine, which is to be published on May 16, 2011.

Winners were chosen exclusively by working journalists from hundreds of entries representing the very best strategic and tactical prowess that PR/corporate communications has to offer. Campaigns were judged by a team of working journalists, who assessed them on the basis of their ability to achieve extraordinary visibility and influence opinion, as well as on their creativity, command of media and technology, and tenacity.

Bulldog Reporter publishes the Daily 'Dog online trade journal, the PR/communication industry's largest circulation publication, and is the industry's premier provider of professional development events and materials.

Best Education/Public Service Campaign

- **Gold** awarded to **Landis Communications** for California Academy of Sciences Best Education/Public Service Campaign: "More than a Museum: Revealing World-Class Scientific Leadership"