

2016 Aurora Awards

Place	COMPANY NAME	ENTRY DESIGNED FOR	TITLE OF ENTRY	APPLICANT NAMES
Community Relations				
1	Anchorage Economic Development Corp.		2015 Live. Work. Play. Narrative Survey	Brooke Taylor, APR; Valerie Walsh; Archana Mishra
2	Helvey Communications and United Way of Anchorage		Free Tax Preparation Services Volunteer Recruitment	Kristin Helvey, APR; Maureen Haggblom; Sandy Stora
Reputation & Brand Management				
1	Spawn Ideas	GCI	GCI Alaska Born & Raised	Kaylee Devine, Amanda Strickland, Andy Zanto, Ryan Kedzie, Geneva Turrini
2	Anchorage School District		ASD School Websites Redesign	Heidi Embley, Lauren Shutt, Lucy Corbridge, Pam York
3	United Way of Anchorage		United Way Business Ad Campaign	Laura Brown, Sandy Story, Will Cameron
Events + Observances (Less than 7)				
1	Solstice Advertising	Bureau of Indian Affairs	Bureau of Indian Affairs Tribal Providers Conference 2015	Lincoln Garrick, Michelle LeKites, Brad Flemming, Elyse Delaney, Elizabeth O'Toole
2	Thompson & Co. Public Relations and H&M		H&M Loves Alaska: H&M Grand Opening in Alaska	
3	Helvey Communications		What's the Plan, Stan? Building Effective Strategic Communication Plans (A PR Strategy Boot Camp)	Kristin Helvey, APR
Events + Observances (More than 7)				
1	Alyeska Pipeline Service Company		#TAPSPride Campaign	Josh Niva, Joshua Henrikson, Bill Bailey, Katie Pesznecker, Kate Dugan
Public Service				
1	University of Alaska Fairbanks		Arctic Science Summit Week 2016	
1	Leona Long	Beaver Village Council	Saving Cruikshank School	
2	Solstice Advertising	The Salmon Project	Baby Salmon Live Here	Lincoln Garrick, President; Laura Tauke Pribyl, Art Director; Andrei Jacobs, Client Insights; Elizabeth O'Toole, Media Relations; Kristin Helvey, Public Relations
3	The Alaska Railroad with Thompson & Co. and Spawn Ideas		Alaska Railroad Track Safety Campaign	Wendy Lindskoog, Tim Sullivan
Public Affairs				
3	Solstice Advertising	Municipality of Anchorage	Bonds Campaign	Lincoln Garrick, President; Niki Engstrom, Art Director; Robert Manley, Copywriter; Laura Spano, Client Insights; Elizabeth O'Toole, Media Relations
Marketing Communications				
1	Spawn Ideas	GCI	1 Gig Launch - GCI	Julie Hirt, Geneva Turrini, Charles Leshan, Ryan Kedzie, Josh Feuerhelm
2	Solstice Advertising	Northern Air Cargo	NAC Real Alaskans. Real Cargo	Lincoln Garrick, Michelle LeKites, Brad Flemming, Elyse Delaney, Elizabeth O'Toole
3	Anchorage Economic Development Corp.		Where to Startup Video Series	Brooke Taylor, APR; Valerie Walsh
3	Helvey Communications and United Way of Anchorage		2016 Free Tax Preparation Services Anchorage	Kristin Helvey, APR; Maureen Haggblom, Sandy Stora
Crisis Communications				
1	Helvey Communications		When Nightmares Come True: A Crisis Communications Plan	Kristin Helvey, APR; Kathy Day, APR
Internal Communications				
1	Gere Donovan Creative	Alaska Housing Finance Corporation	AHFC Intranet Redesign	Soren Johannson, Alan Musy, Cary Bolling, Christopher Ochap, Paula Graber
Multicultural Public Relations				
1	Southcentral Foundation		Don't Get the Flu Blues	Michael Doyle, Kathleen Bonnar, Jennifer Gifford
3	Anchorage Museum at Rasmuson Center		Tupik Mi: An Exploration of Traditional Tattooing at the Anchorage Museum	Laura Carpenter, Thomas Gokey, Janet Asaro, Monica Shah, Tattoo Artists

Integrated Communications				
1	Spawn Ideas	Alaska Oil & Gas Association	AOGA brain-i-AK Campaign	Michelle Taylor, Karen King, Roland Adams, Jordan Clark, Leslie Stocker
2	MSI Communications	Pick.Click.Give.	2015-16 Pick.Click.Give. Campaign	Tom Marriage, Loren Church, Jim Coe, Keith Popely, Jason Grenn