

Suffolk-based Genesis PR, won the outstanding PR consultancy and picked up five other gold awards at the 2012 CIPR East Anglia PRide Awards. Other winners included Essex County Council and Kidney Research UK. Chair of the CIPR East Anglia Group, Rachel Paddick said: "Year on year, PRide Awards entries become more innovative and opportunities have clearly been harnessed to deliver tangible impact against challenging objectives."

The winners were Not-for-Profit: Genesis PR – Social Worker of the Year Awards; Community Relations: Essex County Council – Love Where You Live; Public Sector: Essex County Council – Good for Essex; Best Campaign £10,000 and Under: Kidney Research UK – World Kidney Day Transplant Breakthrough; Healthcare: Kidney Research UK – World Kidney Day Transplant Breakthrough; Consumer Relations: Genesis PR – PR drives business at Ford Retail; Best Use of Media Relations: Kidney Research UK – World Kidney Day Transplant Breakthrough; Integrated Communications: Genesis PR – Campaigning for a healthier Suffolk; Best Use of Social Media: Quay West Communications – Quooker - The Instant Boiling Water Tap; External Publication: Mosaic Publicity & Havebury Housing Partnership – Havebury News; Internal Publication: James Paget University Hospitals NHS Foundation Trust – Making Waves; Best Digital Campaign: Quay West Communications – Bike Theft: The Movie; Best Event: Genesis PR – Social Worker of the Year Awards; Outstanding Young Communicator: Michael Page – Essex County Council; Outstanding Small Consultancy: Jungle Public Relations – Managing Change and Preparing for Growth; Outstanding In-House Public Relations Team: Essex County Council – Essex Communications; Outstanding Public Relations Consultancy: Genesis PR – New brand boosts growth; Best Freelance Practitioner: Terry Nicklin; Regional Campaign of the Year: Norfolk County Council – Fair Fares; Best use of Measurement & Evaluation: Genesis PR – PR drives business at Ford Retail.