

NEWS RELEASE

For more information, please contact:

Christi Dixon
The Standing Partnership
314-469-3500

THE STANDING PARTNERSHIP EARNS TWO PR AWARDS FROM INTERNATIONAL HOSPITALITY ASSOCIATION; “BEST AGENCY TO WORK FOR” RANKING

ST. LOUIS (Feb. 17, 2004) – The Standing Partnership recently garnered multiple national honors. The firm was honored Jan. 26 in New York at the annual Adrian Awards of the Hospitality Sales & Marketing Association International (HSMIAI) for its national media relations work on behalf of hospitality and foodservice provider Delaware North Companies of Buffalo, N.Y. In the Travel Supplier category, the agency’s feature placement in *USA Today* on Delaware North-owned Delta Queen Steamboat Company received a Gold award, and a Bloomberg Radio broadcast highlighting Sportservice’s role at Major League Baseball venues earned a Bronze Merit award.

“These honors are a testament to The Standing Partnership’s dedication to quality client service and dynamic results,” said Cathy Dunkin, APR, founder and managing principal. “We are excited that both our firm and client were recognized in the increasingly competitive hospitality industry.”

The Standing Partnership also won accolades from national trade publication *The Holmes Report* in its annual list of “Best Agencies to Work For.” The Standing Partnership ranked nationally among the top 100 firms, and also made the top 10 as a fun place to work and a place where management is trusted to do the right thing.

The Holmes Report “Best Agencies to Work For” rankings are based on information gathered from more than 4,000 public relations employees from more than 120 agencies. To

view *The Holmes Report* and its archives, visit www.holmesreport.com.

As the largest and most prestigious travel and hospitality awards initiative in the world, the HSMIAI Adrian Awards are a celebration of creative excellence in travel and hospitality for advertising, public relations and web marketing. The 2003 competition drew more than 1,500 entries from 50 countries. The Golden Bell Public Relations Awards, a subset of the Adrian Awards, recognize excellence in public relations campaigns and results (www.hsmiai.org).

Now in its 13th year, The Standing Partnership ranks as the St. Louis region's top independent public relations firm, with 16 employees and 2002 revenues of nearly \$2 million, according to audited national industry rankings. The firm is a member of the Worldcom Public Relations Group, a global consortium of independent public relations firms. A generalist firm, The Standing Partnership has expertise in life sciences, healthcare, hospitality and education communications.

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understanding