



Media Release

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FOR IMMEDIATE RELEASE
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Fort Erie Wins Gold Pinnacle award for Digital Communications

FORT ERIE (April 6, 2021) Last Week, the [Canadian Public Relations Society Hamilton](#) (CPRS) awarded the Town of Fort Erie with a Gold Pinnacle Award highlighting its efficiencies in digital communications for its award entry titled: A Beach with Two Names.

The digital communications category awards organizations that successfully engage with target audiences to create engaged communities, launch/raise awareness of products or manage issues and/or crisis communication.

“It’s an honour to be awarded a Gold Pinnacle by CPRS for our Bay Beach digital communications strategy. The pandemic created a number of obstacles that Town Staff needed to overcome. Being able to communicate efficiently during a time of information overload was a challenging task for most to overcome. I’m proud of what our team was able to accomplish while working under the added pressure of a global pandemic,” said Tom Kuchyt, CAO.

Canadian Public Relations Society Hamilton includes professional public relations practitioners in Hamilton, Halton, Niagara and Southwestern Ontario.