



**WEST BEND, WI (May 30, 2012)** – West Bend Mutual Insurance Company, along with Emerald Isle Public Relations, recently received the Best of Show Award at the Public Relations Society of America - Southeastern Wisconsin Chapter Paragon Awards luncheon. This honor, which the company received for its crisis communication strategy, was given to the campaign that earned the most points from independent judges.

The efforts resulted in a strategic crisis communication plan for West Bend Mutual Insurance that included training of 12 team members and 5 company spokespeople, as well as participation in real-feel exercises.

West Bend and Emerald Isle also received an Award of Excellence in the category of Crisis Communications Planning.