



FOR IMMEDIATE RELEASE

Aanchal Desai
JFK Communications Inc.
Email: jfkcomms@jfkhealth.com
Phone: 609-456-0822

JFK Communications Receives Coveted SABRE Award In Support of Susan G. Komen Central and South Jersey Race for the Cure®

JFK Communications awarded for PR Agency citizenship

SKILLMAN, NJ, August 4, 2016- JFK Communications is proud to announce that it received the prestigious 2016 SABRE award for PR Agency Citizenship. JFK Communications accepted this SABRE award for its pro bono support of the 2015 Susan G. Komen Central and South Jersey Race for the Cure®.

The SABRE Awards acknowledge excellence and achievement in Brand Reputation and Engagement of public relations companies and agencies all around North America. From the 2,000 companies being considered for this award, approximately 100 are recognized.

This SABRE award for PR Agency Citizenship was based primarily on the following campaign objectives:

- Increasing the number of teams participating
- Increasing fundraising of each team
- Increasing the aggregate number of participants
- Increasing overall race revenue

“JFK Communications has been a proud supporter of the Central and South Jersey chapter of the Susan G. Komen breast cancer foundation for the last 13 years,” said John Kouten, CEO, JFK Communications. “We are grateful that the judges acknowledged our pro bono work to help increase awareness of the Race for the Cure – the organization’s largest annual fundraiser.”

Central to the success of the campaign were the following initiatives:

Digital Media Relations -- Web Videos

JFK produced two web videos featuring the top two fundraising team Captains. These web videos featured best practices to increase team fundraising metrics. These videos were shared through Komen CSNJ social media, website, and email marketing/newsletters.

Miles for Komen

JFK employees conceived and participated in the MilesforKomen fundraising program. Each employee completed 100 miles of pre-RFTC training by July 24, 2015. JFKers logged their training miles and promoted their training work via hashtag -- #MilesforKomen. The campaign raised \$500 for Komen and on July 24, 2015, during a Somerset Patriots minor league baseball game, JFK announced its donation of \$500 to Komen CSNJ.

100 Days of Fundraising Ideas

One hundred days leading up to the Race for the Cure, JFK distributed via FB and Twitter one fundraising idea per day. JFK also distributed ideas through email and listed direct links to the entire list of 100 ideas on all fundraising web pages.

“We are greatly appreciative of our long-standing partnership with JFK Communications, their hard work, dedication and continued support of our mission, to end breast cancer forever,” said Sally Shepherdson, Executive Director, Susan G. Komen of Central and South Jersey. “Together, we will end this terrible disease.”

JFK Communications continues to support Susan G. Komen South and Central Jersey by sponsoring the annual Race for the Cure on Sunday, November 6, 2016 at Six Flags Great Adventure. For more information, please refer to <http://www.komencsnj.org/race>.

About JFK Communications

[JFK Communications](#) provides strategic communications solutions for the life science, healthcare and medical technology industries. Our communications services add value to our clients' corporate images, strengthen their brands, and improve the lives of customers, patients and communities throughout the world. Please visit the JFK website at www.jfkhealth.com, or call us at (609) 456-0822.

About Susan G. Komen Central and South Jersey®

[Susan G. Komen](#) is the world's largest breast cancer organization, funding more breast cancer research than any other nonprofit while providing real-time help to those facing the disease. Through events like the Komen Central and South Jersey Race for the Cure®, Komen Central and South Jersey has funded 70,000 free mammography screenings, provided one-on-one education and support for over 250,000 community residents, invested over \$17 million in community programs and provided \$3.7 million to breast cancer researchers. For more information, call 609-896-1201 or visit komencsnj.org.

###