

## Gold PRISA PRISM for Ekurhuleni

First time entrant Ekurhuleni Metropolitan Municipality has won the PRISA Prism Awards Gold Award for excellence for its PR campaign "Business is Red Hot in Ekurhuleni" Business Week, which took place in November 2005. Judges described the entry as "exceptional, brilliant, different to previous traditional government entries and an entry of high standard", and it will now automatically compete in the International Public Relations Association (IPRA) Golden World Awards, held annually in the UK. The campaign also won in the public sector category.

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