



For Immediate Release

Contact: Sharon Riddick Hoggard
Marketing & Communications
757-393-5143, EXT. 6265
hoggards@portsmouthva.gov

Portsmouth Named Finalist in PR NEWS Platinum Public Relations Awards

(PORTSMOUTH, VA – July 12, 2019) – The PR News Group, publishers of prnewsonline and the go-to source for communications and public relations professionals, recently announced that the City of Portsmouth has been selected as a finalist in the 2019 PRNEWS' Platinum PR Awards competition. Portsmouth entered its police lip-sync challenge video in the community engagement category. The Portsmouth project team members have been invited to the annual Platinum PR Awards Dinner Gala Tuesday, Sept. 17, 2019, at the Grand Hyatt New York.

The Portsmouth Police Department lip-sync video debuted August 31, 2018, after nearly six weeks of filming in various locations around the city and editing the final story. The premiere was staged, Hollywood style, at the Commodore Theater in Olde Towne. "Our objective in entering the police lip-sync challenge was to highlight the many facets of police work and how that work relates to the community at-large," said Portsmouth Police Chief Angela M. Greene. "We were not only interested in meeting the lip-sync challenge from other police departments and Portsmouth citizens, but to also focus on the diverse work of the police department and its affiliated agencies. Every unit of the department was featured in the video from animal control to the summer PALs program for kids."

The PRNEWS award programs provides communications, PR and marketing pros the opportunity to showcase their best communications initiatives and to salute outstanding performance by individuals. PRNEWS offers several award platforms that bring to light top talent and creativity across the spectrum of public relations and communications arena.

For more information about the PRNEWS Platinum Awards, visit www.prnewsonline.com/go/2019-platinum-pr-awards/. To view Portsmouth's video entry, click here . . . <https://www.youtube.com/watch?v=6QeKbxFOHQM>

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Marketing and Communications

801 Crawford Street • 5th Floor • Portsmouth, VA 23704
Office: (757) 393-5143 • Fax: (757) 393-8943 • Web Address: www.portsmouthva.gov