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For Immediate Release

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PRoof Awards Honoring the Super Heroes of PR *West Michigan PRSA to Host 23rd Annual Awards*

GRAND RAPIDS, Mich., May 13, 2008-The West Michigan Chapter of the Public Relations Society of America (WMPSA) is celebrating the **Super Heroes of PR** at the **2008 PRoof Awards** on **Thursday, May 29** from **5:30 p.m.-9 p.m.** The 23rd annual event will be held at NAYA Bistro and Wine Bar in Grand Rapids.

The PRoof Awards recognize the year's best public relations programs, projects, and people in West Michigan. Awards will be handed out in 11 campaign categories and eight single project categories, with one campaign selected as the "Best of Show." Entries are divided into four organization categories: business, government, trade associations, and education/non-profit. Individuals in a variety of communications and public relations roles will be honored for their contributions to the public relations profession and the community.

Who: The 2008 Super Heroes of PR

What: 23rd Annual PRoof Awards

Where: NAYA Bistro & Wine Bar
1144 E. Paris Ave. SE, Ste. 10
Grand Rapids, MI 49546

When: Thursday, May 29, 2008
5:30 p.m.-9 p.m.

Why: To celebrate West Michigan's best of PR in 2008!

Tickets are \$30 for students; \$50 for members; and \$65 for non-members, and include a strolling dinner and a cash bar. To reserve tickets and for more information, visit www.wmprsa.org.

Special Thanks to the 2008 PRoof Awards Sponsor: D&D Printing

About WMPRSA

The West Michigan Chapter is comprised of more than 100 PRSA members living within the western half of the lower peninsula of Michigan, from Benton Harbor to Traverse City. Its mission is to help public relations professionals develop and sustain the essential knowledge, skills and standards that will reinforce their integral role in the effective management of organizations. Learn more by contacting WMPRSA at (616) 308-5433 or by visiting www.wmprsa.org.

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