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Conover Tuttle Pace Receives First Bell Ringer Awards

Agency recognized with three awards in categories of Special Event: Single Campaign, Magazine Feature Placement and Photo with Caption Placement

BOSTON (June 3, 2008) – Conover Tuttle Pace, a Boston-based integrated advertising and public relations agency, won its first Bell Ringer Awards on Monday at the Publicity Club of New England’s 39th annual ceremony.

Entering the prestigious contest for the first time, Conover Tuttle Pace, won two Bell Ringer Awards and one Merit Award for its campaigns for E.B. Horn, Cameron Art Museum and Golf East Lothian.

Sponsored by The Publicity Club of New England, the region's oldest professional organization for public relations and marketing professionals, the Bell Ringer Awards annually recognize excellence in communications and public relations for professionals from Massachusetts, Rhode Island, Connecticut, Vermont and New Hampshire.

The Great E.B. Horn Diamond Hunt, a scavenger hunt around Boston for a \$25,000 diamond ring, won in the Single Special Event category. Conover Tuttle Pace designed, developed and executed the event to differentiate E.B. Horn from other jewelers and drive traffic during the holiday season. The promotion generated widespread media attention while increasing store and website traffic.

A half-page photo in *The New York Times* of an exhibition at Cameron Art Museum in Wilmington, N.C., was honored in the Photo Placement with Caption category. The photo, secured by CTP’s Todd Graff, ran on the “Backpage” of the Times’ Sunday Arts & Leisure section and was one of several high-profile placements for the exhibition, titled “Between Taste and Travesty: Costume Designs by William Ivey Long.”

A three-page feature in *ForbesLife* on golf in East Lothian, Scotland, which was also secured by Graff, won Merit in the National Magazine Feature Placement category. Golf East Lothian, often overshadowed by St. Andrews, needed a means to increase awareness and travel to the region. The feature was one of many placements in the campaign.

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"We love developing campaigns that help our clients tell their story in a unique and compelling fashion. That's pretty satisfying. But it does feel nice when your peers recognize that you're doing something special," said Brian Heffron, Senior Vice President of Conover Tuttle Pace. "Winning the Bells, on the heels of our recent PR Week recognition, demonstrates that we have really good people and it validates our philosophy of creating a great idea first, and then executing on that idea, whether that's through PR, advertising, online or some combination of approaches."

About Conover Tuttle Pace

Founded in 1996, Conover Tuttle Pace is a full-service advertising and public relations agency located in Boston. The agency's client roster includes Eastern Bank, Breeders' Cup World Championships, MassDevelopment, Red Bend Software, Pop Warner, E.B. Horn, Pinehurst (N.C.) Resort, and A.D. Makepeace. For more information, please visit: www.ctpboston.com

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