

The 79th Annual Virginia Public Relations Awards

Finalists and Winners

Thursday, April 30, 2026

CAPITAL AWARDS

CAPITAL AWARD – BLOGS

FINALIST

One Big Beautiful Bill Act Blog Series: Translating Complex Tax Legislation Into Actionable Guidance

Keiter CPA

WINNER

Providing families with news, knowledge, and healthy fun in pediatric health care

Children's Hospital of Richmond at VCU

CAPITAL AWARD– BROCHURES

FINALIST

Maximum Impact: How a Bold Redesign Drove Record-Breaking Dining Sales

VCU, Business Services

WINNER

It's not a joke. It's our 40th season.

The Richmond Forum

CAPITAL AWARD– CREATIVE TACTICS

FINALIST

The Donor Journey: Building a Comprehensive Stewardship Framework

University of Richmond

WINNER

DMV Makes Speed Impossible to Ignore

Virginia Department of Motor Vehicles

CAPITAL AWARD - EDITORIALS/OP ED COLUMNS

FINALISTS

More Than a Building: Honoring Community, Service and Legacy Through the Carolina Museum of the Marine

Commonwealth PR

Housing is the Hinge for the Alleghany Highlands' Next Chapter

JLV Communications

WINNER

Generosity Is More Than a Season, It's A Commitment to Opportunity

SOAR365

CAPITAL AWARD – EXTERNAL VIDEO PROGRAM

FINALIST AND WINNER

Coming Home to Pauley Heart: Maria Jankowski's Lifelong Journey with Virginia's Top Heart Hospital

MCV Foundation

CAPITAL AWARD – FEATURE STORIES

FINALISTS

An unbreakable bond between two teens fighting cancer

Children's Hospital of Richmond at VCU

Beck Leads Emporia's Economic Development Heart

JLV Communications

WINNER

Global Framework: The story of a global leader in treating fractures

MCV Foundation

CAPITAL AWARD – INFLUENCER MARKETING

FINALIST

Flowers for Fathers Influencer Campaign - 988 Suicide Prevention Activation

Siddall Communications

WINNER

First Landing Cup: Let The Influencer Be The Judge

The Hodges Partnership

CAPITAL AWARD – INTERNAL/INTRANET VIDEO PROGRAMS

FINALIST AND WINNER

First Responder Mental Health VALOR Awards

Virginia Commonwealth University

CAPITAL AWARD – MEDIA RELATIONS: NATIONAL

FINALISTS

Newsjacking During a Viral Whale Rescue

Commonwealth PR

Poppy the Pygmy Hippo: National Media Impact

Metro Richmond Zoo

WINNER

Rapid Response Media Strategy Elevates Virginia Nonprofit to National Spotlight

The Hodges Partnership

CAPITAL AWARD – MEDIA RELATIONS: REGIONAL/LOCAL

FINALISTS

VCU study diagnoses Virginia’s primary care needs

Virginia Commonwealth University

VA250: Local and regional media relations drives visitation to VA250’s Mobile Museum Experience

The Hodges Partnership

WINNER

Breaking Big News: How a Strategic Media Exclusive Introduced Bon Secours’ Largest-Ever Capital Investment at St. Mary’s Hospital

Bon Secours Richmond Health System

CAPITAL AWARD – NEWSLETTERS

FINALISTS

Essential Insights: Demonstrating SkillsUSA’s Critical Role in the Massachusetts Economy

JLV Communications

Monthly Dose of Good News

Virginia Commonwealth University

WINNER

Within the Web Donor E-Newsletter

University of Richmond

CAPITAL AWARD – PUBLICATIONS

FINALISTS

Virginia Lottery Play Responsibly Annual Report

Virginia Lottery

The Catalyst for Growth: VGR's Strategic 2025 Annual Report

JLV Communications

WINNER

Streamlining and Enhancing End-of-Year Principal Donor Stewardship

University of Richmond

CAPITAL AWARD – PUBLIC SERVICE ANNOUNCEMENTS

FINALIST

Chip the Alligator Campaign

Siddall Communications

WINNER

Play Responsibly “Gym” PSA

Virginia Lottery

CAPITAL AWARD – RESEARCH/EVALUATION

FINALIST

Measuring What Matters: How a Longitudinal Brand Health Study Transformed Virginia Community College Strategy

The Hodges Partnership

WINNER

From Insight to Impact: Advancing Maternal Mental Health in Virginia

Siddall Communications

CAPITAL AWARD – SOCIAL MEDIA: ORGANIC: Efforts used no paid advertising

FINALISTS

Wishing Miss Peaches a Happy Birthday

VCU, Business Services

RideFinders Monday Mug Moment

RideFinders

WINNER

The Viral Raccoon

The Hodges Partnership

CAPITAL AWARD - SOCIAL MEDIA: PAID

WINNER

MEMA Membership Monday Campaign

The Hodges Partnership

CAPITAL AWARD – SPONSORED CONTENT

WINNER

Driving Email Sign-Ups through Targeted Sponsored Content

The Hodges Partnership

CAPITAL AWARD – WEBSITES

FINALISTS

Virginia Lottery’s Play Responsibly webpage

Virginia Lottery

VEC’s Digital Lobby: A Website Rebuild Focused on the Customer

Virginia Employment Commission

RideFinders Website Redesign

RideFinders

WINNER

VCU Admissions Website Refresh

Virginia Commonwealth University

COMMONWEALTH AWARD – BRIEF EVENTS AND
OBSERVANCES

FINALISTS

A Recipe for Success: VCUDine’s Fall Food Truck Fest

VCU, Business Services

**It Only Takes One: Inspiring Life-Saving Conversations about
Fentanyl**

Siddall Communications

WINNER

World AIDS Day: Engineering Access to End the HIV Epidemic

MCV Foundation

COMMONWEALTH AWARD – COMMUNITY RELATIONS

FINALISTS

Inaugural Teachers’ Lounge Makeover

Virginia Lottery

WINNERS

Chip the Alligator Campaign

Siddall Communications

Uniting the Alleghany Highlands: A Regional Plan for Better Housing

JLV Communications

COMMONWEALTH AWARD – CRISIS
COMMUNICATION/ISSUE MANAGEMENT

WINNER

Show Up 4 Success

Roanoke County Public Schools

COMMONWEALTH AWARD – EXTENDED EVENTS AND
OBSERVANCES

FINALISTS

March Mathness 2025

Roanoke County Public Schools

Celebrating 10 years of Thank a Teacher

Virginia Lottery

WINNER

The Virginia Cocktail Games Hits its Stride in Year Two

The Hodges Partnership

**COMMONWEALTH AWARD – INTEGRATED
COMMUNICATIONS**

FINALISTS

Chip the Alligator Campaign Launch

Siddall Communications

Food is Medicine: Stewarding Donors and Illustrating Impact

MCV Foundation

WINNER

Sea-to-Table Restaurant Week 2025

Padilla

COMMONWEALTH AWARD – INTERNAL COMMUNICATIONS

FINALISTS

VCU Health Social Media Compliance Training

Virginia Commonwealth University

Information & Inclusion: SOAR365's Digital Signage Transformation

SOAR365

WINNER

Employee volunteerism expands through the Virginia Lottery Outreach Program

Virginia Lottery

COMMONWEALTH AWARD – MARKETING BUSINESS TO BUSINESS

WINNER

Client Accounting & Finance (CAF) Services Launch

Keiter CPA

COMMONWEALTH AWARD – MARKETING CONSUMER PRODUCTS/SERVICES

FINALISTS

Donor-Advised Funds: Directing Your Impact at the MCV Foundation

MCV Foundation

Getting Into the Minds, Hearts & Stomachs of "Bills Mafia"

Padilla

WINNER

First Landing Cup: Presenting the Best of Virginia Spirits

The Hodges Partnership

COMMONWEALTH AWARD – PUBLIC SERVICE

FINALISTS

Heads Up, Rams! | Making pedestrian safety messaging personal

Virginia Commonwealth University

Chip the Alligator Campaign

Siddall Communications

Play Responsibly/Know Your Limits campaign

Virginia Lottery

WINNER

**Protecting Virginians Through Prevention, Awareness and Reporting:
A Statewide Public Service Effort for VSP's HEAT and Insurance
Fraud Programs**

Commonwealth PR

COMMONWEALTH AWARD – REPUTATION/BRAND
MANAGEMENT

FINALISTS

Calling Curious Foodies Back to the Table

Joe Smith, Padilla's brand consultancy

VCU Uncommon Hero: Michelle Peace, Ph.D., Protecting Public Health

Virginia Commonwealth University

Find Your Answer: How Virginia's Community Colleges Reversed a Decade of Decline by Rewriting the Community College Story

The Hodges Partnership

WINNER

Honoring the Life and Legacy of Bruce O. Tucker

Virginia Commonwealth University

**COMMONWEALTH AWARD – SHOE STRING BUDGET –
(Campaign \$5,000 or less)**

WINNER

Turning the Page: All Henrico Reads Reaches New Audiences

Henrico County Public Library

COMMONWEALTH AWARD – ENVIRONMENTAL
SUSTAINABILITY COMMUNICATIONS

FINALISTS

VCUDine Steps Up to the Plate: A Recipe for a Zero-Waste Campus

VCU, Business Services

**Seasonal Weather Tips: Virginia Energy Sense Education Campaign
for Energy Efficiency in Virginia**

Alliance Group, Ltd

Highlighting the OneVCU Sustainability Plan

Virginia Commonwealth University

WINNER

Count It. Change It.: Cost Calculator Activated

RideFinders