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Meridian Group Awarded Top Honors at 2010 Pinnacle Awards

(Virginia Beach, VA) – Meridian Group, a full-service marketing communications firm headquartered in Virginia Beach, was named Best in Show for Public Relations Programs and won the Special Events Category at the 2010 PRSA Pinnacle Awards, held May 5 at the Virginia Aquarium and Marine Science Center in Virginia Beach. The agency was honored for their public relations campaign for the [STIHL Tour des Trees](#), a five day cycling event that raises money for the Tree Research Education and Endowment (TREE) Fund.

“Winning Best in Show is a major honor, and I am extremely proud of my public relations team and their hard work,” said Joseph Takach, president of Meridian Group. “Through their dedication and media savvy, the 2009 event garnered more than 28 million media impressions and several million dollars worth of editorial value for the client.”

Last year's Tour kicked off from New York City and Meridian Group worked with journalists on stories in [CNN's Anderson Cooper 360° Blog](#), on [TreeHugger.com](#), and in [Bicycling Magazine](#), among others. The Meridian Group PR team is already hard at work promoting the 2010 Tour, which kicks off from Chicago on July 18. The event is America's largest fundraiser for tree research, and to learn more, visit www.stihltourdestrees.org.

For more information about Meridian Group, visit www.themeridiangroup.com.

About Meridian Group

Meridian Group is a full-service marketing communications firm that specializes in building top brands through their patented Why Process™ and integrated marketing programs.

Headquartered in Virginia Beach, the agency has served more than 225 clients including STIHL Inc., Wounded Warrior Project, Bon Secours, Volvo Penta North America, and Disney Imagineering.

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