



## **Epoch 5 Public Relations receives 2008 MarCom Gold Award**

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The Association of Marketing & Communication Professionals recently awarded its 2008 MarCom Gold Award for outstanding creative achievement to Epoch 5 Public Relations of Huntington, N.Y., for its work on an anniversary coffee table book for longtime client Daniel Gale Sotheby's International Realty. The 175-page book was also part of a marketing campaign that received the "Best Overall Marketing Package" award from Luxury Real Estate for Daniel Gale Sotheby's.

The Epoch 5 Public Relations team handled all aspects of the book's production, conducting interviews, researching source materials, writing, photography and design, and the supervision of the printing process. In addition to an overwhelmingly positive response from the entire Daniel Gale Sotheby's organization, congratulatory notes arrived from outside readers including, most notably, former President George H.W. Bush.

Rich with archival photographs and local history, "Welcome Aboard, A History of Daniel Gale Sotheby's International Realty" chronicles the growth of the Daniel Gale organization and the local and national forces that shaped real estate on Long Island throughout the 20th century. Founded in 1922, today Daniel Gale Sotheby's is a \$2 billion plus organization widely recognized as the leading real estate firm on Long Island's North Shore.

An international creative competition, the MarCom Awards recognize outstanding achievement and creativity by marketing and communications professionals involved in the concept, writing and design of marketing and communication programs and print, visual and audio materials. For 2008, more than 5,000 entries were submitted. Competitors ranged from Fortune 500 companies to advertising agencies, PR firms, and freelancers.

Copies of "Welcome Aboard" have been donated to local libraries and historical archives, and are on display at Daniel Gale Sotheby's locations throughout the North Shore.

Epoch 5 Public Relations is one of Long Island's largest public relations firms, offering a wide range of services including media relations, issues management and image development. Voted Best Public Relations Firm on Long Island in both 2007 and 2008 in a survey sponsored by Long Island Business News, Epoch 5 has been the recipient of a number of awards over the years for excellence in public relations, including the Public Relations Society of America's (PRSA) highest honor, the Silver Anvil, for its crisis management on behalf of client Oak Tree Dairy (Dairy Barn stores).

Founded in 1979 by its president, Katherine Heaviside, the firm represents numerous industry leaders in energy, healthcare, education, media, not-for-profits, real estate and professional services. Some of Epoch 5's current clients include: Adelphi University, Cablevision Systems Corp., Bethpage Federal Credit Union, King Kullen Grocery Co., Stony Brook Univ., Summit Security Services, and Daniel Gale Sotheby's International Realty.

