



## **For Immediate Release**

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### **Agricultural Relations Council Extends Deadline for Golden ARC Award Entries**

**– New Deadline December 14, 2010 –**

The Agricultural Relations Council (ARC) has extended the entry deadline for the 2011 Golden ARC awards. Entries in the 2011 Golden ARC awards now are due to contest headquarters on or before Dec. 14, 2010 at 5 p.m.

“The original deadline for entries was so close to Thanksgiving, we had feedback from several companies regarding challenges they encountered due to the holidays,” said Amy McDonald, Golden ARC contest manager. “To make it easier for our entrants to submit all their best work, we chose to move the deadline back ten business days.”

The annual competition will include nearly 40 categories for agricultural public relations activities conducted in full or partially in the year 2010. Reinstated this summer to recognize 18 Golden ARC winners and nine merit award winners for 2009 public relations activities, the Golden ARC awards program began in 1990. The contest recognizes the stellar work created by professionals in the agricultural industry.

The format and requirements for the Golden ARC awards are similar to other leading PR awards programs, based on best practices for public relations and public affairs campaigns and tactics.

Categories fall into two divisions – Campaigns and Tactics. A student category is also available. The 37 categories reflect the broad scope of public relations and public affairs activities today, including campaigns and a range of tactics, from traditional media releases to social media.

The contest is open to both ARC and non-ARC members.

The entry fee for the first entry for non-ARC members is \$300 (includes a membership fee). Additional entries are \$125 each. More information is available at [www.GoldenARCawards.com](http://www.GoldenARCawards.com) or at the ARC website, [www.agrelationscouncil.org](http://www.agrelationscouncil.org).

The winners will receive their honors at the ARC annual meeting, Feb. 23-25, 2011 in Fort Myers, FL.

The Golden ARC Awards Program began in 1990 and came to be recognized as the most esteemed award in the agricultural public relations industry. The restructured Contest reflects the many hats worn by today's PR practitioner – with categories recognizing everything from traditional campaigns and media relations to innovative new uses of social media.