



**Best in the West Award  
Established 2014**

**Purpose:** The PRSA Western District aims to recognize outstanding work being performed throughout five western states and 11 chapters representing more than 2,200 PRSA members. The Best in the West Award provides the chapter, organization, company, or agency that won the “Best in Show” or Judge’s award at their local level to now have the opportunity to be recognized and distinguished as “The Best in the West” throughout the entire Western District. This prestigious award offers another level of recognition for outstanding work within PRSA while creating an affordable and exciting member benefit to our chapters.

**Criteria:** Each entry must represent a chapter’s “Best of Show,” “Program of the Year,” or “Judge’s Award” that has been recognized at each chapter’s most recent annual awards program. If a chapter does not have a local award recognition program like this, we will leave it up to a chapter’s Board of Executives to identify a winning campaign from its awards program and submit it accordingly. The Western District Executive Board and representatives from PRSA National’s Board of Directors will judge the entries.

**Entry Requirements:** Please submit a one-page summary describing why the chapter believes this “Best of Show” local award winner is worthy of recognition at the District level. Please also provide an electronic version of no more than five pages of the winning entry (PDF) including the original entry form. Judging will be based on Silver Anvil submission and judging criteria. The summary should be typed using no smaller than 10-point font and one-inch margins. Entries not following these specifications will lose points or may be disqualified from the judging process.

**Entry Fee:** \$50 payable via PayPal. Instructions and links on the website at [www.prsawesterndistrict.org/awards](http://www.prsawesterndistrict.org/awards)

The honoree will be presented the Best in the West Award at the Western District Conference in Hawaii on Thursday, April 28, 2022. It is our hope that the honoree will be present to accept the award in person or will submit a video accepting the award for display at the conference.

**Entries: Due by 5 p.m. (PST), March 31, 2022 via email at [pastchair@prswesterndistrict.org](mailto:pastchair@prswesterndistrict.org).** Please include a copy of your payment receipt with the email subject line: **[Chapter Name]** Platinum Best in the West Entry

**Questions?** [pastchair@prswesterndistrict.org](mailto:pastchair@prswesterndistrict.org)