



JEWISH FEDERATION OF DELAWARE WINS PRESTIGIOUS PR DAILY NONPROFIT PR AWARD

For Immediate Release:

Contact: Seth J. Katzen/CEO | 302.427.2100 | Seth@ShalomDel.org

November 7, 2019, Wilmington, DE – Jewish Federation of Delaware has been named a winner in PR Daily's 2019 Nonprofit PR Awards in the Branding category for its *We Grow Stronger TOGETHER* campaign

PR Daily's Nonprofit PR Awards celebrates the teams, organizations and agencies who have redefined the field with their groundbreaking work. As a winner in the program, Jewish Federation of Delaware joins an elite group of past winners, including Golden Gates National Parks Conservancy, the National Education Association, Best Friends Animal Society, the American Academy of Pediatrics, the World Wildlife Fund and the National Cleaning Institute.

Federation was chosen from a wide pool of entries to receive first prize in the Branding category for the ingenuity and impact of its *We Grow Stronger TOGETHER* campaign.

The branding for the Jewish Federation of Delaware applies brilliantly to each of the organization's many activities. *We Grow Stronger TOGETHER* became the theme that unified all of the Federation's messaging, designed to encourage multiple audience to share in the Jewish traditions of caring and compassion, Jewish learning, repairing the world and social justice.

How the campaign slogan and the images were employed have earned the Jewish Federation first place in the "Branding or Rebranding Campaign" category of PR Daily's Nonprofit PR Awards.

"Federation set themselves apart from an outstanding field of applicants. Their work was exceptional and displayed their innovative strategies for achieving success. Congratulations and we look forward to your continued success," said Brendan Gannon, Marketing Manager for Awards Programs at Ragan Communications.

Federation's win was announced via social media, and the winning team will also be recognized for its accomplishment in a special write-up on Ragan's internationally-read news website.

- more -



We Grow Stronger TOGETHER

About Jewish Federation of Delaware

Jewish Federation of Delaware supports programs that feed, clothe, shelter, counsel and rescue thousands of people in Delaware and the Brandywine Valley, in Israel and around the world. We provide opportunities to educate, inspire and celebrate a vibrant Jewish life.

Federation is currently the ONLY NONPROFIT IN DELAWARE to earn the highest ratings from all three industry evaluators – *GuideStar's* Platinum Seal of Transparency; *Charity Navigator's* Four-Star Rating; and *GreatNonprofits'* Top-Rated Award.

For more information, please visit our award-winning website: ShalomDelaware.org.

About Ragan Communications

Ragan Communications and PR Daily run nine awards programs each year and judged by globally regarded experts. These programs honor the top work in communications, PR, marketing and media.

Ragan Communications operates two of the top news and information sites for the PR and corporate communications industries: Ragan.com and PRDaily.com. Together, these daily news sites attract more than 700,000 global visitors monthly.

Ragan is the leading provider of conferences and online training to PR, media relations and corporate communications professionals.

###

