

## **Vitis PR wins Outstanding Small Consultancy in Chartered Institute of Public Relations New Pride Awards**

2 December 2007, Solihull. Vitis PR was awarded Gold at the CIPR Midlands New PRide awards on 30 November. The consultancy now holds the Midlands Outstanding Small Consultancy title.

Just over a year old, the consultancy provides full service PR to technology companies within the region, UK and internationally.

Ranbir Sahota, Managing Director, says of the award: "We've worked really hard to get to the finals and are extremely positive about the win. It's great to be recognized with some of the fantastic agencies that are based here."

Colin Farrington, CIPR Director General and Chairman of the Judges, said: "To reach the PRide Awards short list is a remarkable achievement as year on year the quantity and quality of entries increases and competition gets stronger. The finalists are testament to the good PR work going on outside London and across sectors."

The PRide Awards is the only awards scheme showcasing the best PR work being carried out across the UK regions. The judging process is rigorous with a national panel of industry experts assessing the short listed entries and choosing the medalists.

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