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### **MSR Communications Honored with Hermes Gold Award**

San Francisco-based MSR Communications ([www.mscommunications.com](http://www.mscommunications.com)), a public relations firm specializing in providing communications management services to technology, B2B and consumer lifestyle companies, has been honored with a "Gold Award" from the Association of Marketing and Communication Professionals (AMCP) in the 2010 Hermes Creative Awards competition for its exceptional "Communication Campaign" based on creative social media strategies the firm created and executed for The Smalls Street Sounds, an interactive location-based sound map for filmmakers, musicians and sound artists.

The Hermes Creative Awards is an international competition for creative professionals, judged by the AMCP. MSR Communications' award-winning campaign was selected from thousands of entries for the firm's innovative approach to integrated social media campaigns.

"We are proud to be honored for the third year in a row with the coveted Hermes Creative Award," said Mary Shank Rockman, Principal and CEO of MSR Communications. "Our team has developed a profound expertise in leveraging social media to impact our clients' brands. This campaign demonstrates MSR's ability to creatively and effectively grow online communities with results-oriented social media techniques."