

LANE PR

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LANE PR WINS PRSA 2008 BRONZE ANVIL AWARD

Lemonaire Campaign Takes Top Honors in Media Relations for Consumer Services in the Financial Services Category

PORTLAND, Ore. — June 11, 2008 — [LANE PR](http://www.lanepr.com), an independently owned, national public relations agency, has won a PRSA 2008 Bronze Anvil Award for outstanding public relations tactics. The agency's work promoting Umpqua Bank's "Lemonaire" campaign took top honors in the financial services category for media relations in consumer services. LANE PR targeted small business banking customers using the smallest, most entrepreneurial business of all: the lemonade stand.

Dubbed "Lemonaire", the Umpqua Bank campaign involved creating more than 2,100 lemonade stand kits, complete with how-to business booklets, branded cups and napkins, signage and \$10 in start-up capital. LANE PR worked with Umpqua Bank to develop a tactical approach for reaching local, regional and national audiences, including creative media mailers, press releases and an ongoing pitch effort. As a result, LANE PR secured coverage in the *New York Times*, *Associated Press*, *Brandweek*, *US Banker*, *Seattle Times* and *Portland Business Journal* and inspired commentary on blogs as far away as Rome, Italy.

"The Lemonaire campaign was an intense, month-long effort that provided an opportunity to connect with children and business people alike, promoting financial literacy while engaging the business community," said Eve Callahan, vice president of LANE PR. "We are honored to be recognized by our peers for a campaign that demanded a highly strategic and creative approach."

About PRSA Bronze Anvil Awards

The Bronze Anvil Awards were created by the Public Relations Society of America (PRSA) in 1969 to recognize outstanding public relations tactics – the individual items or components of programs or campaigns. Awards are granted in several categories and subcategories, and judging is performed across the U.S. by teams of PRSA members and others with expertise in the specific categories. Winners will be recognized as part of the Silver Anvil Celebration event in New York City on June 5, 2008.

About LANE PR

LANE PR is an independent firm specializing in public relations-driven marketing strategies with offices in New York City and Portland, Ore. Founded in 1990 by Wendy Lane, LANE PR provides integrated marketing communications and public relations for a host of industries, including technology, business, consumer and non-profit. For more information about LANE PR, visit www.lanepr.com.

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