

# BUSINESS NEWS

## Priority Marketing earns awards



PHOTO PRIORITY MARKETING

The Priority Marketing public relations team earned seven Image Awards from the Florida Public Relations Association including the Grand All Image Award.

Priority Marketing, a Fort Myers-based public relations and marketing firm, received seven awards from the Florida Public Relations Association in the 2007 Image Awards competition, including the most prestigious public relations award in the region, the Grand All Image Award.

The FPRA Image Awards competition recognizes excellence among local professionals in three divisions: public relations programs, printed tools and audio/visual tools.

Priority Marketing won a Grand All Image Award in the Public Relations Programs category, for its creation of the

River District Name Change Campaign for the Fort Myers Redevelopment Agency. The firm also received an Image Award for the River District Name Change; an Award of Distinction in the Public Relations Programs category for the River District Name Announcement News Conference; and a Grand Image Award and an Image Award in the Printed Tools of Public Relations Category for the River District's "Currents" newsletter.

Priority Marketing public relations and marketing account manager, Kara Winton, APR, was named Member of the Year for the FPRA Southwest Florida Chapter. ■



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## UNICEF necklaces on display

The newest collections from Italian jewelry company Di Modolo will be on display Thursday and Friday, May 10-11 at Congress Jewelers in Periwinkle Place on Sanibel Island. Representatives from the luxury brand will be at the store from 10 a.m. until 6 p.m. and will bring to Southwest Florida for the first time a necklace designed by Dino Modolo and actress Téa Leoni to benefit UNICEF.

Leoni, a UNICEF ambassador since 2001, appears in ad campaigns for Di Modolo and donates 100 percent of her fee to UNICEF. This year, she and Modolo created a necklace that captures the spirit of UNICEF. Fifty percent of proceeds from the sale of the striking pendant will go to the U.S. Fund for UNICEF on behalf of Di Modolo. Two versions, one in white gold and blue topaz and the other with added diamonds, will be available at Congress Jewelers. For more information, call 472-4177 or (800) 882-6624. ■



COURTESY PHOTO

These necklaces were designed by Dino Modolo and actress Téa Leoni to benefit UNICEF. They are on display at Congress Jewelers in Periwinkle Place on Sanibel Island on Thursday and Friday, May 10-11.

## Republican woman host event

The public is invited to attend the Tuesday, May 15 luncheon meeting of the Fort Myers Republican Women's Club. Elected state representatives will discuss legislative action taken during this year's two-month session. A question-and-answer session will follow the prepared remarks of the elected officials.

The meeting will be held at The Helm Club in The Landings. A social hour begins at 11:30 a.m. The noon lunch,

business meeting, and program follow. Reservations are required by Thursday, May 10, and may be made by contacting Tina Laurie, 489-4701. The cost is \$15.00.

The Fort Myers Republican Women's Club is affiliated with the Florida Federation of Republican Women and the National Federation of Republican Women. Additional information about the club may be obtained by contacting the president, Rena Gezzar, 478-3581. ■