



The New England Center
for Children®
Autism Education and Research

THE NEW ENGLAND CENTER FOR CHILDREN WINS PRESTIGIOUS *PR DAILY* NONPROFIT PR AWARD FOR MEDIA RELATIONS CAMPAIGN

NECC Newsletter Also Garners Honorable Mention in Creative PR Assets Category

Southborough, Mass. – January 22, 2019 – The New England Center for Children® (NECC®), a global leader in education and research for children with autism, has been named the winner in PR Daily's 2018 Nonprofit PR Awards in the Media Relations Campaign category. NECC also received an Honorable Mention in the Creative PR Assets – Newsletter category for its newsletter: "Insight: Developments at The New England Center for Children".

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

"All of us at The New England Center for Children are proud of the PR Daily award," said Vinnie Strully, NECC President and CEO. "This award reflects the strategic thinking, creativity, and persistence of our marketing communications team in telling the NECC story of our impact on children with autism and their families."

NECC was chosen from a wide pool of entries to receive the prize in the Nonprofit Category for the ingenuity and impact of its 2018 Media Relations Campaign. NECC architected a strategic 2018 PR campaign built on research, media-friendly messaging, industry thought leadership, and creative pitch angles. The multi-pronged strategy targeted local and national media, resulting in scores of print, broadcast and online media placements. The coverage snowballed and culminated in a front-page *Boston Globe* profile of an NECC student, and a *New York Times* article on NECC's vocational services. The campaign further solidified NECC's brand as the leader in applied behavior analysis and power hit fundraising through the campaign's 7+ million media exposures.

"Out of many outstanding submissions, we found The New England Center for Children's work to truly set a new standard of excellence for all corporate communications professionals. We congratulate them and look forward to seeing their future successes in this field," said Justine

Figueroa, senior marketing coordinator for awards programs at Ragan Communications, publisher of PR Daily.

Ragan Communications and PR Daily run 11 awards programs each year, including the prestigious Digital PR and Social Media Awards, PR Daily Awards, Employee Communications Awards and Video and Visual Awards. Judged by globally regarded experts and featuring multiple categories, these programs honor the top work in communications, PR, marketing and media.

NECC's win was announced on PR Daily's newsletter, internationally-read news website and social media. More information on the awards is at <https://www.prdaily.com/awards/nonprofit-pr-awards/2018/winners/>.

About Ragan Communications

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. The Chicago-based company also covers the health care communication industry on HealthCareCommunication.com.

About The New England Center for Children

The New England Center for Children® (NECC®) is a world leader in education, research, and technology for children with autism. For more than 40 years, our community of teachers, researchers, and clinicians have been transforming lives and offering hope to children with autism and their families. NECC's award-winning services include home-based, day, and residential programs; public school partnerships and consulting; the John and Diane Kim Autism Institute; the ACE® ABA Software System (www.acenecc.org) currently used by more than 6,100 students and teachers in 27 states and 10 countries; and ABAPlus™, an online professional learning platform for educators. NECC received the 2017 Award for International Dissemination of Behavior Analysis from the Society for the Advancement of Behavior Analysis (SABA). A 501c3 non-profit, The New England Center for Children is based in Southborough, MA, and operates a center in Abu Dhabi, UAE. More information is available at www.necc.org.

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