

Gold Coast PR Council Announces Winners of 20th Annual Bernays Awards

South Florida communications professionals and organizations honored for excellence in public relations, marketing and community impact

BOCA RATON, FL, UNITED STATES, July 28, 2026 /EINPresswire.com/ -- The [Gold Coast PR Council](#) (GCPRC), South Florida's largest independent association of public relations, communications and marketing

professionals, announced the winners of its 20th Annual Bernays Awards, recognizing exceptional campaigns, projects and professionals from throughout South Florida. Nearly 100 communications professionals, community leaders and guests attended the milestone luncheon.

“

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Sandy Collier and Melissa Perlman, co-presidents of the GCPRC

Council. “These honorees demonstrate the meaningful impact that thoughtful, innovative and responsible communications can have on organizations and the communities they serve.”

2026 Special Award Recipients

The prestigious President's Award was presented to Gary Schweikhart, who co-founded the Gold Coast PR Council with the late Barry Epstein in 2002. Schweikhart has spent more than 55



GOLD COAST PR COUNCIL
Gold Coast PR Council Logo

years in communications and has led Boca Raton-based PR-BS, Public Relations By Schweikhart, since 2001.

Additional special honors included:

-PR Star Award: Scott Simmons, Norton Museum of Art

-Founders Award: Angela Cruz Ledford

-Tim Byrd Award: Kelly Henry, Florida Weekly

-Judges Award: City of Boca Raton for Centennial Celebration: Cheers to 100 Years

2026 Bernays Award Winners

Best Nonprofit Project or Campaign — Large:

-Bluelvy Communications
Arts Garage: Sustaining a Cultural Anchor Amid Arts Funding Cuts

Best Nonprofit Project or Campaign — Small:

-The Buzz Agency
Promise Fund: Expanding Access to Life-Saving Cancer Screenings

Best Marketing Material — Print:

-Palm Beach County Library System
The Bookmobile Rebrand



Sandy Collier, Gary Schweikhart, Melissa Perlman



Scott Simmons, Kelly Henry, Gary Schweikhart

Best Marketing Material —
Digital/Video:

-Hey, Sandy! PR & Communications
Renewed Wellness Medical Center
Commercials

Best Special Event:

-Discover The Palm Beaches
Spill the Tea: Bringing The Palm
Beaches to New York City Through
Immersive Storytelling

Best Social Media Campaign — For
Profit:

-Boardroom PR
Banking for the Next Generation

Best Social Media Campaign —
Nonprofit:

-Kaliah Communications and
MasterWing Creative Agency
Dine Local. Savor Greenacres.

Best Crisis Management:

-Food For The Poor
Food For The Poor Responds to Hurricane Melissa

Best PR Campaign by a Small Company or Firm:

-Hey, Sandy! PR & Communications
T. Leroy Jefferson Medical Society: Opioid Prevention Education Series, Season 5



Mia Fromson, Petros Palppalas, Steven Lemons, Stacy Swanson, Zach McCarthy, Jenna Fantauzzi, Elizabeth Holmes, Roy Assad



GCPRC Board

Best PR Campaign by a Large Company or Firm:

-Bluelvy Communications

"A Legacy Through Local Art" Initiative

Since 2005, the Bernays Awards have celebrated excellence in public relations campaigns, marketing programs, media relations, special events and communications initiatives throughout South Florida. The awards are named in honor of Edward Bernays, widely regarded as a pioneer of modern public relations.

About the Gold Coast PR Council

Founded in 2002, the Gold Coast PR Council is South Florida's largest independent association of public relations, communications, marketing, and public affairs professionals. The organization provides networking, professional development, recognition, and educational opportunities for communications practitioners throughout the region. For more information, visit GoldCoastPRCouncil.com.

Images courtesy of Premier Photo.

Melissa Perlman

Bluelvy Communications

+1 561-310-9921

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