Laughlin Constable Public Relations Wins PRSA Chicago Skyline Award for Hollywood Casino Joliet Campaign

CHICAGO, IL, UNITED STATES, September 29, 2026 / EINPresswire.com/ -- Laughlin Constable Public Relations (LCPR) has been recognized by the Public Relations Society of America (PRSA) Chicago for a campaign that helped transform how Chicagoland sees one of its longest-standing entertainment brands. LCPR's "Hollywood Casino Joliet Transforms Experience" secured a Skyline Award for its work on behalf of PENN Entertainment, a leading provider of integrated entertainment, sports content, and casino gaming experiences in North America. The Skyline Award honors creativity and innovation in public relations work that delivers measurable business impact. The award was presented at the organization's annual award gala on September 17, 2026.



LCPR Team Accepts Hollywood Casino Joliet Skyline Award

"A campaign like this one is what 'making it personal' at Laughlin Constable Public Relations actually looks like - 21 months, dozens of carefully timed decisions and an amazing team that treated this brand's story as if it were our own," said Kris Naidl, APR, head of LCPR. "Being recognized by PRSA Chicago, among peers who know this market, is an honor for our whole team."

Recognized in the Integrated Communications, Consumer Services category, the campaign supported the transformation of a 30-year-old riverboat casino into a new $185 million land-based entertainment destination featuring celebrity chef dining, state-of-the-art gaming and a

regional sports hub. Over 21 months, LCPR executed a three-phase strategy spanning earned media relations, community partnership engagement, influencer marketing, internal communications, public affairs and event planning. The campaign initiatives included a community groundbreaking, a media day with celebrity chef Giada De Laurentiis, a nonprofit gala giveaway, a construction media preview, and a grand opening ribbon-cutting in August 2025.



Hollywood Casino Joliet Celebrates Grand Opening

Reaching an earned media audience of over 1.4 billion, the three-year campaign delivered 19 strategically timed storytelling moments with approximately 95% of coverage delivering at least one key message and near 100% positive tonality. Building on the campaign's success, LCPR also supported the opening of PENN's $360 million Hollywood Casino and Hotel Aurora approximately a year later also in the Chicagoland.

The Hollywood Casino Joliet work also won a national PRSA 2026 Silver Anvil Award. LCPR has earned more than a dozen PRSA Silver and Bronze Anvil Awards, multiple PRSA Chicago Skyline Awards, PRSA Southeast Wisconsin Paragon Awards, the HSMAI Adrian Award, the Mercury Award and was a PRWeek US Award finalist.

About Laughlin Constable Public Relations
Laughlin Constable Public Relations (LCPR), part of Laughlin Constable - an independent, full-service creative agency - provides strategic public relations services across Illinois, Wisconsin, the greater Midwest region and nationwide. LCPR delivers award-winning campaigns in national and regional media relations, crisis communications, public affairs, issues management, strategic communications, spokesperson training, influencer marketing and special events. The team includes multiple professionals Accredited in Public Relations (APR).

With offices in both Chicago and Milwaukee, LCPR supports organizations across the Midwest and throughout the U.S. The agency is the exclusive Illinois and Wisconsin affiliate of PRConsultants Group, Inc., a North American network offering local-market expertise and on-the-ground support across the United States and Canada.

For more information, visit laughlinpr.com.

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