



GIBBS & SOELL, INC.
PUBLIC RELATIONS

Tel: 212 697 2600
Fax: 212 697 2646

Chicago
Raleigh
Zurich

60 East 42nd Street
44th Floor
New York, NY 10165

www.gibbs-soell.com

GIBBS & SOELL EARNS MULTIPLE HONORS IN NATIONAL AGRI-MARKETING COMPETITION

Key Messages:

- Gibbs & Soell receives multiple awards in National Agri-Marketing Association (NAMA) competition.
- Gibbs & Soell is a global independent public relations firm and leader in agribusiness communications, currently celebrating its 40th year in business.
- NAMA is the nation's largest association for agribusiness marketing professionals.

NEW YORK, April 21, 2011 – Gibbs & Soell, Inc., one of the leading independent public relations firms in the United States, recently earned multiple honors in a national competition sponsored by the **National Agri-Marketing Association** (NAMA). NAMA is the nation's largest association for agribusiness marketing professionals.

Recognized for communications programs executed on behalf of agribusiness industry leader **Syngenta Crop Protection**, Gibbs & Soell received a first-place award in the overall public relations campaign category for **Weeding out Hunger™**, a hunger-relief initiative based on sales of **Halex® GT corn herbicide**. In 2010, the campaign helped to maintain strong brand awareness for Halex GT while supporting local corn-growing communities by donating more than \$100,000 and five tons of non-perishable food items to nearly 80 food banks across 24 states. The campaign continues in 2011.

In addition to the first-place prize, Gibbs & Soell also received national merit awards in the categories of internal events, external company magazines, farmer-directed audio/visual presentations and regional multi-media campaigns.

"We are honored to partner with our valued client, Syngenta, as a trusted advisor to deliver integrated, purposeful campaigns rooted in results," said Luke Lambert, president, Gibbs & Soell. "The Weeding out Hunger campaign is a great example of that, and we're proud to be associated with a company dedicated to helping solve the world's hunger problems now and in the future."

Widely recognized as the leader in **agribusiness and food public relations**, Gibbs & Soell also offers world-class **communications expertise** in advanced manufacturing and energy, consumer lifestyle, building solutions, greentech and sustainability, professional services, and technology and general science.

About Gibbs & Soell:

Gibbs & Soell is an **independent public relations agency** celebrating its 40th year in business. **Headquartered in New York**, G&S has full-service offices in Chicago, Raleigh, N.C., and Zurich,

Switzerland. The **G&S global network** extends across nearly 40 countries and includes Cosmo PR in Tokyo, Inhere Communications in Beijing and Shanghai, and the Public Relations Organisation International partnership. For more information, please visit www.gibbs-soell.com.

CONTACT: Mary C. Buhay
Gibbs & Soell, Inc.
212/697-2600
mbuhay@gibbs-soell.com

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