



## **News Release**

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## **M/C/C Recognized as One of the Best in Texas By Texas Public Relations Association**

*Dallas-based agency's work on speech, newsletter honored at March 10 ceremony*

**Dallas, Texas – March 12, 2007** – M/C/C has been awarded two Best in Texas Awards by the Texas Public Relations Association (TPRA). The Best in Texas Awards recognize outstanding achievement using individual communications tools in support of specific public relations objectives. M/C/C received the Silver Award – the organization's highest – for its work on the keynote speech delivered by Nelson Gonzalez of Alienware at DigitalLife in New York, and the Merit Award for its work in creating and developing a quarterly newsletter for one of its clients to send to dealers.

“Texas, and Dallas in particular, is a hotbed of PR activity, and we're honored even to be considered in this field,” said Mike Crawford, M/C/C President. “The Best of Texas Silver and Merit awards are a true testament to the work that our team puts into every single project that comes along and the success that their hard work has brought us and our clients.”

A winning Best of Texas entry must demonstrate superior use of the communications tool that was utilized and must document that the rationale and execution led to desired results in support of a specific public relations objective. The 2006 TPRA Silver Spur/Best of Texas Awards are co-sponsored by the Austin, Central Texas, Dallas, Fort Worth,

Houston and San Antonio Chapters of the Public Relations Society of America and attracts entries from all over Texas.

The awards are selected by an independent panel of distinguished professionals in public relations and closely related fields, and winners officially received their awards at the 2007 Silver Spur/Best of Texas Awards Banquet on March 10, 2007 in Houston during TPRA's Annual Conference.

### **About M/C/C**

Dallas-based M/C/C is a public relations firm and advertising agency with a focus on clients in the technology industry. M/C/C offers marketing, advertising, public relations, cyberactive services and research for customers ranging from growing start-ups to some of the world's largest technology companies. Several of M/C/C's clients are leaders in the technology industry, including Alienware, CapRock Communications, L-3 Communications Infrared Products and SYSTIMAX Solutions. M/C/C's Website can be accessed at [www.mccom.com](http://www.mccom.com).

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