



Critical Mention congratulates the winners of the PRSA-NY 30th Annual Big Apple Awards

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work spanned numerous industries, institutions, government agencies and non-profit organizations with many campaigns taking home multiple awards.

All of the winners produced exceptional work in 2016, but Padilla and Niagara Conservation were named the Best of the Best and received two crystal Big Apples for their campaign titled *#What the Flush: Disrupting the Water Conservation Conversation*.

Critical Mention congratulates all of the nominees and winners. We're proud to be an integral part of an industry where passion and excellence not only rule the day, but are recognized and appreciated. We're already looking forward to next year's gala!

Critical Mention, the leading provider of real-time media monitoring. We're on it so you're on it.

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