

Red Shoes Inc. named finalist for PR Daily's Media Relations Awards for Exclusive Content Strategy

Wisconsin-based PR firm recognized for local story that garnered nationwide media coverage

APPLETON, Wis. (Nov. 28, 2023) — [Red Shoes Inc.](#), an award-winning, Wisconsin-based, full-service strategic communication firm, is thrilled to announce that it has been selected as a finalist in the [Exclusive Content Strategy](#) category for [PR Daily's](#) Media Relations Awards program, a premiere venue for recognizing the best media relations campaigns, events and initiatives. This recognition in the Exclusive Content Strategy category highlights the best in the public relations business of providing exclusive stories to media outlets through strategic outreach that resulted in national coverage.

The winners of PR Daily's Media Relations Awards will be announced during a special industry Awards Luncheon on Dec. 15, 2023, held at the National Press Club in Washington, D.C. The event will bring together communications leaders to celebrate the best in media relations.

Red Shoes was chosen from a competitive pool of entries as a finalist in PR Daily's Media Relations Awards in the Exclusive Content Strategy category for its media campaign for the 2022 Fox Cities Marathon. Red Shoes pitched the story of a young boy in a wheelchair who was running his first half-marathon with his grandfather and father. After pitching the story exclusively to the local network TV media sponsor of this event, the story gained national attention, ultimately ending with the boy receiving a racing wheelchair, training with local track coaches and wheelchair training equipment. Overall, Red Shoes delivered an exceptional campaign that showcased the power of effective public relations and had a meaningful impact on the Fox Cities Marathon and one of its participants.

"While we at Red Shoes are incredibly proud to be recognized as a finalist for PR Daily's Media Relations Awards, we are even happier to hear that our work positively impacted the life of a young boy," said Raquel Lamal, media specialist at Red Shoes Inc. "This is the true measure of success for a public relations campaign, making a real and positively impactful difference in people's lives."

"The power of public relations is an incredible force when leveraged strategically," explained Maria Nelson, vice president of Red Shoes Inc. "At Red Shoes, our team understands the power of communication and the impact words can have. It is why we strive to be strategic in every form of communication we put out on behalf of our clients and being recognized for the positive impact those efforts have is truly exciting."

To learn more about Red Shoes and the services it offers, visit: redshoesinc.com.

For more information about PR Daily's Media Relations Awards Program and the upcoming awards luncheon, please visit the [official luncheon page](#).