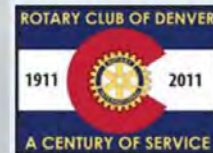


# Rotary Awareness

*Public Relations*



**Branch Rickey Award  
Rotary Club of Denver**



Rotarians do the great work, they don't always seek the credit because they believe more in the work. Continued and Increasing Rotary Awareness is required for Rotary to continue to thrive and be able to do this great work. The Branch Rickey Award, created by the Rotary Club of Denver, is this Public Relations winner.

The Branch Rickey Award is a nationally prestigious and coveted honor that recognizes professionals in Major League Baseball for exceptional community service and service above self.

The public relations campaign for this event focuses on several efforts to raise awareness of Rotary and this year the PR campaign touched over ½ million people.

Rotary and Denver Rotary was prominently mentioned as baseball fans voted for the first time.

Thank you Denver for getting the word out about what it is we do as Rotary!