

For Immediate Release
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HAMPTON ROADS REALTORS® ASSOCIATION

“I am one”® Campaign Recognized at PRSA Awards

Chesapeake, VA — Hampton Roads REALTORS® Association (HRRRA) has been awarded a Bronze Certificate of Merit for Creative Tactics from the Public Relations Society of America-Richmond in their 62nd Annual Awards competition.

The winning entry was a button that members of HRRRA wore on their annual trip to Richmond to meet with legislators at the state capitol, and it featured a message related to the ongoing “I am one”® public awareness campaign. The campaign was launched by HRRRA in late 2004 with the goal of educating homebuyers and the general public in the local Hampton Roads market about the difference between a REALTOR® and a real estate agent.

ABOUT HRRRA

Hampton Roads REALTORS® Association (HRRRA) is a non-profit organization whose mission is to enhance the ability of REALTORS® throughout Eastern Virginia to achieve business success in an ethical and professional manner, and to protect and preserve private property rights. For more information please visit www.CenterForRealEstate.com.

HRRRA is managed by Organization Management Group, Inc. (OMG). OMG is an outstanding provider of management services to for-profit and non-profit organizations. OMG is one of only 17 association management companies in the world to receive the prestigious Charter Accreditation through the AMC Institute, and one of 31 association management companies who earned the designation of Charter Accreditation through ASAE. OMG employs nearly 40 skilled professionals and currently serves thirteen national, regional, state and local associations on a full-service or project basis. For additional information on OMG, visit www.ManageGroup.com or contact President Mike Reitelbach at 757-473-8701.

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