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## **STONES RIVER GROUP WINS MULTIPLE PUBLIC RELATIONS AWARDS, INCLUDING BEST IN SHOW FOR MLS2NASHVILLE**

*Annual PRSA Parthenon Awards recognize SRG's work in multiple categories*

**NASHVILLE, TN** – Nashville-based public affairs firm Stones River Group (SRG) won several awards for outstanding public relations services during the 2018 Public Relations Society of America (PRSA) Parthenon Awards Ceremony, held on Monday, April 30, 2018 at the Country Music Hall of Fame.

SRG's work was recognized in several categories, including media relations, public affairs, public service, integrated communications and community relations. The firm took home three Parthenon Awards, including the evening's top honor of Best in Show for the campaign to bring a Major League Soccer team to Nashville, and four Awards of Merit.

**SRG president Mark Cate** said, "We're tremendously honored to be recognized by PRSA and win multiple Parthenon awards. SRG has worked diligently to build a firm that can deliver on projects big and small, and we've been fortunate to work on a number of high-profile initiatives, including the MLS2Nashville campaign. We look forward to continuing to grow our team and offer a suite of quality PR services to help position our clients for greater success in Tennessee and nationally."

SRG submitted 3 client projects for PRSA Parthenon Awards consideration, including:

- **[MLS2Nashville](#)**: Stones River Group created a comprehensive strategy to rally Nashville's soccer fans to support a new Major League Soccer team and stadium plan. Using an integrated campaign approach, SRG built national credibility for Nashville as a soccer market with journalists and influencers while assisting with passage of state and local legislation to support a soccer stadium.

*Winner: Parthenon Award for Best in Show*

*Winner: Parthenon Award for Integrated Communications*

*Winner: Parthenon Award for Community Relations*

*Winner: Award of Merit for Public Affairs*

- **[Nashville Yards](#)**: San Diego-based real estate investment firm Southwest Value Partners purchased an unparalleled 15-acre property in the heart of downtown Nashville in the midst of Music City's development boom. Stones River Group worked with Southwest Value Partners to plan a thoughtful media rollout for the Nashville Yards project that would help the company and

its development stand out from the crowd, encourage public approval for the project and generate positive earned media coverage.

*Winner: Award of Merit for Media Relations*

- **Tennessee Thrives:** Stones River Group launched a public service campaign to raise awareness of the importance of a nondiscriminatory and inclusive policy environment. As part of this effort, Stones River Group built a broad coalition of advocates who could help encourage policymakers to avoid legislation that could harm Tennessee's economy or reputation.

*Winner: Award of Merit for Public Service*

*Winner: Award of Merit for Public Affairs*

To learn more about Stones River Group, visit [www.stonesrivergroup.com](http://www.stonesrivergroup.com).

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### **About Stones River Group**

Stones River Group is an award-winning, full-service public affairs firm with statewide and national reach. Our team of tested professionals is adept at developing and implementing comprehensive strategies, connecting with the right influencers, shaping debates, and crafting messages that resonate. With a wealth of policy knowledge, political savvy and messaging expertise, SRG has the skills and experience necessary to help clients solve problems and create new opportunities for success.

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