

## Co-Optimize web copy questionnaire

Please provide comprehensive answers to the below questions to help us craft your message. Insufficient information will delay processing. See sample questionnaire here. The sample press release shows how the sample answers to the questionnaire are utilized.

### 1) Please provide the exact name of your company and name/phone/email for the point of contact for your news.

Co-Communications, Inc. – Collette Pelletier/(860)658-5700/Collette@cocommunications.com

### 2) Please provide background information on/a brief history of your company (i.e. year established, any awards or recognition, etc.)

Established in 1997, Co-Communications ([www.cocommunications.com](http://www.cocommunications.com)) provides public relations, direct mail, advertising, e-mail campaigns, special events, and website development. Co-Communications' headquarters are located at 344 Main Street, Mt. Kisco, New York, and can be contacted at 914.666.0066 or [info@cocommunications.com](mailto:info@cocommunications.com). The Company's satellite office is located at The Courtyard at 10 Mall Way, Simsbury, Connecticut, and can be reached at 860.658.5700. The firm received the Forbes Enterprise Award in 2006. Stacey Cohen is the president of Co-Communications and Jessica Lyon, vice president, heads the Simsbury, Connecticut office.

### 3) What is the focus of this news release? Please be as detailed as possible.

The focus of the news release is to announce that Co-Communications has been given the Forbes Enterprise Award. We would like to recognize:

- What the company does.
- What has been awarded: the Forbes Enterprise award in the "Media, Advertising, and Communications" category. The Forbes Enterprise award recognizes outstanding small businesses that demonstrate innovation and achievement.
- Who the award was given to and when the ceremony was: presented to Stacey Cohen, president, Co-Communications, February 5<sup>th</sup>, 2007 at a gala luncheon ceremony held at Jazz at Lincoln Center's Allen Hall, New York, NY.
- Identify who the judging panel was: the Judging Committee was chaired by Judith H. Dorzynski, who has vast experience as a reporter and senior editor at the *New York Times* and *Business Week*, Managing Editor at CNBC, and as an adjunct professor at the Columbia University Graduate School of Journalism.
- Who was considered: thousands of entries within 25 industry categories ranging from automotive to financial services.
- The number of awards given: a total of 70 awards were given to businesses that demonstrated excellence in such areas as marketing, customer service, employee relations, community service, and new product/service offerings.
- When the award ceremony can be viewed/where the award recipients will be published: produced by Television USA, the Forbes Enterprise Awards will be broadcast on television and published in a special section of *Forbes* magazine.
- Share a quote from a notable source, preferably the vice chairman of Forbes.

### 4) Please provide a brief description of your target client.

Our target audiences for this release are competing businesses in the marketing and public relations field, potential clients such as small or start-up businesses in Southeastern New York and New England, and potential employees.

### 5) Please provide three keywords or phrases you would like to incorporate in the release:

- Co-Communications, Inc., a full-service public relations and marketing firm, received the Forbes Enterprise award in the “Media, Advertising, and Communications” category.
- The judging process was rigorous and considered thousands of entries within 25 industry categories.
- 70 awards were given to businesses that demonstrated excellence.

**6) Do you have a boilerplate (brief company description) for media? If yes, please place below.**

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# NEWS

FOR IMMEDIATE RELEASE

## Co-Communications Receives Forbes Enterprise Award

**Simsbury, CT (2-06-07)** – Co-Communications, Inc., a full-service public relations and marketing firm, received the Forbes Enterprise award in the “Media, Advertising, and Communications” category. The award was presented to Stacey Cohen, president, Co-Communications, yesterday at a gala luncheon ceremony held at Jazz at Lincoln Center’s Allen Hall, New York, NY.

The Forbes Enterprise award recognizes outstanding small businesses that demonstrate innovation and achievement. The Forbes Enterprise Awards Judging Committee was chaired by Judith H. Dorzynski, who has vast experience as a reporter and senior editor at the *New York Times* and *Business Week*, Managing Editor at CNBC, and as an adjunct professor at the Columbia University Graduate School of Journalism. A qualified panel of business leaders went through a rigorous judging process that considered thousands of entries within 25 industry categories ranging from automotive to financial services.

A total of 70 awards were given to businesses that demonstrated excellence in such areas as marketing, customer service, employee relations, community service, and new product/service offerings. Produced by Television USA, the Forbes Enterprise Awards will be broadcast on television and published in a special section of *Forbes* magazine.

“I am extremely honored to have won this esteemed award,” said Cohen. “When I started Co-Communications out of my home 10 years ago, I never dreamed that the company would grow so quickly. Our success represents the hard work and commitment of the entire Co-Communications team.”

Christopher Forbes, vice chairman of Forbes, Inc., said, “Forbes has always been a leading authority in reporting on business. Innovative entrepreneurs are the lifeblood of the American economy. The Forbes Enterprise Awards are an appropriate recognition for their invaluable contribution.”

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info@cocommunications.com. The Company's satellite office is located at The Courtyard at 10 Mall Way, Simsbury, Connecticut, and can be reached at 860.658.5700.

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**About Forbes Enterprise Awards:** The Forbes Enterprise Awards are designed to recognize professional efforts and accomplishments in small business, judged within 25 categories. The Forbes Enterprise Awards are produced by Television USA and sponsored by Verizon. Additional corporate partners include: American Express Open for Business, FedEx, Forbes, United Way, WCBS NewsRadio 880, and Better Business Bureau Metro New York.

**Caption:** Co-Communications, Inc. was awarded the Forbes Enterprise Award in the "Media, Advertising, and Communications" category at the gala luncheon ceremony held at Jazz at Lincoln Center's Allen Hall, New York, NY on February 5, 2007. The award was presented to (pictured from left) Jessica Lyon, vice president and director of the Simsbury office; Stacey Cohen, president; and Lauren Kaufman, vice president.

**CONTACT:**

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