

**April 1, 2011**

**Dipnarine-Saroop Selected to Serve on PRSA Elite Panel for 5<sup>th</sup> Successive Year**

**Poughkeepsie, NY:** Karen Dipnarine-Saroop, President of public relations and communications company PRIyaCOMM, was selected by the Public Relations Society of America (PRSA) to serve as a senior national judge at its Silver Anvil Awards competition for the fifth year in a row. She was the only professional from the Mid-Hudson Valley to be selected to this elite panel.

The PRSA is the world's largest public relations organization with a membership of more than 21,000 public relations and communications professionals. The Silver Anvil Award is the profession's most prestigious honor, and represents the pinnacle of public relations achievement.

On March 25, Dipnarine-Saroop, who also holds her accreditation in public relations, joined about 150 other top public relations professionals from around the country in New York City to review, evaluate and grade hundreds of entries in 16 main categories. The judges sought out exceptional strategic contemporary public relations programs that demonstrated exemplary professional skill, creativity and resourcefulness, as well as the highest standards of performance in the areas of research, planning, execution and evaluation.



Judges on Dipnarine-Saroop's team included Ann Andrews Morris, Vice President for Communications and Outreach at the World Food Program USA and Carl Botan, Director of the Ph.D. Program at George Mason University, both in Virginia.

The judging was a rigorous process, and only the very best public relations campaigns emerged as finalists. Winners will be announced at the Silver Anvil Awards presentation ceremony in New York City on June 9, 2011.

Dipnarine-Saroop has also served as a judge at the PRSA's Bronze Anvil Award Competition and the Public Relations Student Society of America's (PRSSA) Bateman Case Study Competition.