



Health, Science & Nonprofit  
Communications/Public Relations

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## **Tartaglia Communications' Principals Named Sole Winners of HPRMS Award for Excellence in Public Relations**

*Award Given for High-Impact Media Relations Campaign for Alzheimer's Philanthropy*  
Somerset, NJ, September 29, 2017 – Sheila and Dennis Tartaglia, owners of [Tartaglia Communications, LLC](http://TartagliaCommunications.LLC), were recently named the sole winners of the 2017 *HPRMS Award for Excellence in Public Relations*. The award has been given annually since 2010 by the [Healthcare Public Relations and Marketing Society of Greater New York](http://HealthcarePublicRelationsandMarketingSocietyofGreaterNewYork). The Tartaglias won the award for their high-impact national media campaign for the Alzheimer's Drug Discovery Foundation (ADDF).

This is the firm's second honor for this campaign, which provided the ADDF's first sustained national news coverage and supported a multi-million dollar effort to fund 50 new Alzheimer's research projects. Tartaglia Communications won the 2017 *Pyramid Award for Media Relations*, given by the [New Jersey Chapter of the Public Relations Society of America \(PRSA NJ\)](http://NewJerseyChapterofthePublicRelationsSocietyofAmerica), earlier this summer.

Sheila Tartaglia also won the PRSA NJ 2017 *Chapter Service Award*. The award is given to a chapter board or committee member who provides value for PRSA NJ members that is above and beyond the call of duty. According to PRSA NJ: "Anyone who has worked with Sheila can attest that she approaches every task with 110 percent effort. Sheila serves on the PRSA NJ board of directors as membership co-chair, while also helping spearhead social media and diversity and inclusion efforts."

Dennis Tartaglia is the first two-time recipient of the *HPRMS Award*.

"It is fantastic to be recognized by our health care public relations peers once again for this work, which added to the ADDF's digital communications and fund-raising efforts, and helped enable them to fund 50 additional Alzheimer's research grants," says Dennis Tartaglia, the firm's founder. "It is also gratifying to win this award for the second time."

Dennis Tartaglia first won the *HPRMS Award* in 2012 for his media relations campaign for Neurological Surgery, metro New York's largest neurosurgical private practice.

Tartaglia Communications was awarded the 2017 awards for developing and executing a first-ever year-round media relations campaign for the ADDF, helping gain recognition for the nonprofit's critical role in funding innovative dementia research, supporting its aggressive fund-raising goals, and making ADDF scientific staff go-to experts for stories on Alzheimer's disease. The ADDF also called on Tartaglia to secure media coverage for key initiatives such as its new prevention site. The results: hundreds of stories in top news outlets, including a cover story in *TIME*, in-depth Q & As in *Scientific American* and other publications, and ongoing calls from journalists when Alzheimer's news broke.

According to the HPRMS: "These awards honor individuals whose performance in marketing or public relations has had an impact on behalf of an organization. Individuals must be nominated for their work on a specific healthcare program or initiative, and that work must demonstrate true 'above and beyond' leadership and/or creativity."

The Healthcare Public Relations and Marketing Society of Greater New York is a vibrant community of members who work in New York City and the surrounding region. The membership cuts across myriad health care communications roles. HPRMS programs are designed to maximize networking and information sharing among colleagues. In 1969, a group of healthcare public relations and marketing executives founded HPRMS with the goal of creating a forum to foster professional growth and regular interaction among colleagues within the field. Since then, the group has grown to nearly 300 members, but its mission to create opportunities for professional development and the exchange of ideas remains.

Tartaglia Communications develops high-impact, strategic communications programs for health, science, academic and nonprofit organizations. The firm's principals draw on more than 30 years of experience and a network of contacts to deliver customized programs that help clients reach business, policy, educational and brand development objectives. Please visit [www.TartagliaCommunications.com](http://www.TartagliaCommunications.com), or contact the firm at [DTartaglia@TartagliaCommunications.com](mailto:DTartaglia@TartagliaCommunications.com) or 732-545-1848.