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Lone Star shines at annual PR awards event

The firm's media campaigns included historical findings near Beit Shemesh, and the visit to Israel by the mayor of Los Angeles.

Globes' correspondent — 29 Jul 09 12:19

Israel's public relations community held its annual "Roaring Lion" Awards ceremony in Tel Aviv this week. Tel Aviv's Cameri Theater was filled for the event.

The awards are sponsored by the Israel Public Relations Association. [Lone Star Communications](#) received five awards, the most of any agency this year.

Lone Star CEO Charley Levine said, "We work with wonderful, exciting clients such as President Shimon Peres, top international dignitaries or events and breakthrough archeological discoveries." The company's employees are all former Americans who moved to Israel over three decades, from 1978-2008.

Lone Star's awards included one of three "best campaigns of the year" for its publicity launch of the significant new discoveries at the Elah Fortress archeological site near Bet Shemesh. Coverage included features in The New York Times, CNN and the Associated Press.

Other projects noted were international media work for President Peres' "Facing Tomorrow" conference, media coverage of the March of the Living in Poland and Israel, and American and Israeli coverage of the visit to Israel of Los Angeles Mayor Antonio Villaraigosa.

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