



News Release

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DARS FACEBOOK CAMPAIGN WINS STATEWIDE AWARD

(RICHMOND, Va.) — The communications staff for the Virginia Department for Aging and Rehabilitative Services won the Capitol Award of Merit for creative tactics at the 70th Virginia Public Relations Awards ceremony.

The Richmond chapter of the Public Relations Society of America presented the honor May 10. The awards are separated into two divisions: the Commonwealth Awards honor the best public relations programs and campaigns of the year and the Capital Awards honor the best public relations tactics of the year.

The award recognized a 2016 DARS Facebook campaign designed to raise awareness of the agency's services and programs and increase the agency's Facebook followers. The "DARSi, the DARS services dog" campaign combined photos of a retired service dog, informative posts and humor to promote the agency.

The campaign, which ran in August 2016, increased the agency's number of new Facebook followers by four-fold over the previous August.

The communications team consists of Director A.J. Hostetler, Marketing Specialist Betsy McElfresh, Social Media Specialist Amber Gulla and Graphic Designer Cathy Donnelly.

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The Virginia Department for Aging and Rehabilitative Services, in collaboration with community partners, provides and advocates for resources and services to improve the employment, quality of life, security, and independence of older Virginians, Virginians with disabilities, and their families. For more information, visit www.vadars.org or follow DARS on Facebook at www.facebook.com/vadars or Twitter at @vadars.