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EGC Group Wins Public Relations Professionals of Long Island's 'Campaign of the Year Award'

Highly successful NYPD Detective Jonathan Diller Scholarship Fundraiser campaign showcases 'the best' in PR practices



L-R EGC Group Public Relations Manager Christopher Collora accepting the PRPLI award for Campaign of the Year from Brooke Oliveri from Nassau-Suffolk Hospital Council. Photo credit PRPLI.

MELVILLE, NY — The [EGC Group](#) recently won the [Public Relations Professionals of Long Island](#) (PRPLI)'s PR Campaign of the Year Award for its management of the [NYPD Detective Jonathan Diller Scholarship Fund](#) Campaign it ran pro bono for MGD Investments last fall. The award was accepted by EGC Group Public Relations Manager Christopher Collora, who organized and executed that campaign, at the PRPLI's 34th Annual Awards Luncheon held at Westbury Manor.

"I believe that good story telling is the root of a good PR campaign; people need to be able to understand, relate to and cheer on the effort," said Collora in the acceptance speech. "This campaign was made up of several strong story elements; from compelling relatable people involved to





L-R Press conference organized by EGC Group on September 30th announcing the scholarship and upcoming main fundraiser at Mulcahy's Pub. Larry Weinberger, Stephanie Diller and Town of Oyster Bay Supervisor Joe Saladino at the main fundraiser event on November 20th. Photo Credit EGC Group.

supporting student education, to a community coming together to create a lasting honor to a fallen hometown hero, this campaign had it all.”

The PRPLI awards selection committee says there were several factors that made this PR effort stand out as “Campaign of the Year”.

“The judging committee selected this campaign from among several strong contenders, impressed by its exceptional blend of creative innovation and strategic execution that delivered measurable positive outcomes while maintaining professional integrity throughout its implementation,” said Jerry Allocca, past president of IPRO and chair of the awards selection committee.

The scholarship effort was supported by Jonathan’s widow, Stephanie Diller, MGD Investments President Larry Weinberger, Town of Oyster Bay Supervisor Joe Saladino, St. Mary’s High School, Mulcahy’s Pub, NYPD,

SCPD, NCPD and many other local community organizations who donated money or raffle prizes. EGC Group Founder and Chairman Ernie Canadeo saw this Scholarship fund as an important community project and agreed to support the effort early on.

“We are thrilled to be awarded for our pro bono efforts promoting this very special cause,” Canadeo said. “Kudos to Christopher Collora and his public relations team for their outstanding efforts obtaining extensive coverage and generating over \$70,000 in scholarship funding. It is for causes like this that enable us to do our best work.”

The strategy and methods EGC Group used for this campaign were highly successful in generating major news media coverage from nearly every news outlet that covers Long Island. In less than two months, from the press conference announcement to the main fundraiser event at Mulcahy’s Pub, the scholarship fund raised \$70 thousand dollars for scholarships for

students at St. Mary's High School. The media coverage the campaign generated helped raise awareness and validated the effort.

"When I committed to raising the funds to create the NYPD Detective Johnathan Diller (JD) Scholarship, I knew I needed support and assistance reaching the media outlets, to spread the word and get the message out," said MGD Investments President Larry Weinberger. "I immediately thought of EGC. I know the founder of EGC, Ernie Canadeo, to be a man of strong character and values and he's always shown his willingness to contribute his assets to a good cause and he jumped right in connecting me with his amazing PR teammate Chris, and Chris took the ball ..and the rest is history as we had a wonderful experience and successful event that will ensure detective Diller's legacy as the JD Scholarship is awarded annually to a deserving young person that lives and pursues a future that contributes to our society in a similar fashion that JD did."

About EGC Group:

The EGC Group, a full-service integrated marketing and digital agency with offices in Long Island and Brooklyn, NY, provides services in advertising, media buying, web development, data analytics, integrated communications planning, and public relations. The client roster includes well-known brands such as Brother International, Canon, Kiss Products, and Mayo Clinic, among others. To learn more about the EGC Group, visit: www.egcgroup.com or call (516) 935-4944.