



Immediate Release

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DAVIES Wins 2005 PRISM Award for Best Crisis Communications Program

Santa Barbara, CA – Last week, DAVIES continued its hot streak of winning prestigious awards from the Public Relations Society of America (PRSA). For three straight years, DAVIES has won top PR industry awards for its crisis communication and community relations work.

PRSA-Los Angeles awarded the 2005 PRISM Award for Crisis Communication to DAVIES for the firm's work on the hotly contested Point Molate Resort and Casino real estate development proposed for a former naval base in Richmond, California.

Harrah's Entertainment, Upstream Development, and the Guidiville Band of Pomo Indians had worked diligently for many months with the City of Richmond to get approval to buy the land at the abandoned Point Molate Naval Station in order to build a world class destination resort, entertainment and commercial center, with a casino.

Just as a deal was about to be finalized, the ex-naval base's nearest neighbor, Chevron, unexpectedly entered an eleventh hour bid to buy the property and tried to derail the city's impending approval of a deal that the developers had hoped to close. Chevron operates the largest oil refinery in northern California on property directly adjacent to the old naval station.

DAVIES launched a communication program that turned public opinion against Chevron's proposal and organized hundreds of supporters to write and call city officials in support of the Point Molate Resort and Casino land agreement. DAVIES also turned out 250 supporters for a public hearing where the city council approved an agreement with Harrah's Entertainment, Upstream Development, and the Guidiville Band of Pomo Indians.

"Our reputation has been built on delivering results and this award recognizes the effort of an intense twenty day campaign," said Brandon Edwards, a principal at DAVIES. "We also are proud that we can help our clients meet their strategic objectives and business goals even under the most difficult of circumstances. Great clients with a strong commitment to quality communication makes all the difference."

DAVIES is a strategic communications firm founded in 1983, offering public affairs, public relations, and crisis communication services. The firm's client list includes HCA, Tenet Healthcare, Sisters of Charity of Leavenworth Health System, ExxonMobil, ChevronTexaco, BP ARCO, The Grupe Company, Del Webb, Centex Homes, Lennar Communities, Home Depot, Sprint, GTE Wireless, AT&T Wireless, Hyatt Development Corporation, Ty Warner Hotels and Resorts, and dozens of others. DAVIES and its sister agency The Blaze Company employ 39 professionals working from three offices in Los Angeles, Sacramento, and Santa Barbara. The firm can be found on the web at: www.daviescommunications.com.

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