

News Release  
**FOR IMMEDIATE RELEASE**



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## **ReWa Receives SCPRSA Mercury Award of Merit for Public Service**

Greenville, S.C. (November 30, 2011) – The South Carolina Public Relations Society of America (SCPRSA) recently awarded Renewable Water Resources (ReWa) through its agency DNA Creative Communications (DNA) with the Mercury Award of Merit in the category of Public Service. They were recognized for their work in creating the public service event called Project Rx: A River Remedy.

Project Rx: A River Remedy is a community-driven medication take-back event held twice annually, where community members can drop off their unwanted and unused medications for proper disposal by local law enforcement. The event serves as an effort to protect local rivers from pollution and our residents from the harm of prescription drug abuse. Together, ReWa and DNA serve as the primary facilitators and promoters of the initiative.



The SCPRSA Mercury Awards are awarded annually to organizations that have successfully addressed a current issue with exemplary professional skill, creativity and resourcefulness. The awards recognize complete public relations campaigns or programs incorporating careful research, planning, execution and evaluation.

**Photo Caption (left to right):** Debbie Nelson, Principal of DNA Creative Communications, and Ray Orvin, Executive Director of Renewable Water Resources.

### **Renewable Water Resources (ReWa)**

ReWa's goal is to promote a cleaner environment, and to protect the public health and water quality of the Upstate waterways, while providing and developing the necessary sewer infrastructure for the growing economy. ReWa serves more than 400,000 industrial, commercial and residential customers in Greenville County and parts of Anderson, Spartanburg, Pickens and Laurens Counties.

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