

NMPRSA 2025 CUMBRE AWARDS LIST

TACTICS

The Cumbre Awards Tactics represent outstanding examples of a single public relations tool. These awards recognize expertise in writing, design, production and management of materials that meet a single public relations need.

SILVER AWARDS TACTICS WINNERS

Media Relations

SIARZA

Rio Grande Down Syndrome Network - The 2025 Buddy Walk

The 2024 Buddy Walk campaign by Siarza elevated awareness for the Rio Grande Down Syndrome Network through emotionally driven media relations. Leveraging bilingual storytelling, strategic pitching, and inclusive messaging, the campaign secured widespread regional coverage—amplifying voices of advocacy, family, and community inclusion across New Mexico.

Visit Albuquerque

Albuquerque on the Menu: A Multisensory Dining Experience in NYC

Visit Albuquerque reimaged destination marketing with a multisensory dining experience in New York City—blending motion-tracked visuals, a New Mexican-inspired menu, and immersive storytelling. The result? 58 top-tier media, over 30 million impressions, and nearly \$300K in earned media value. Visit Albuquerque didn't just host an event, It delivered a destination.

Videos

The University of New Mexico

Your Vote, Their Future: Explore GO Bond 3

The University of New Mexico launched a powerful strategic video spotlighting the urgent need to replace the aging Humanities & Social Sciences complex. The video was designed to inform and inspire the public—showing how this investment would impact students, faculty, and the future of higher education as part of GO Bond 3.

GOLD AWARDS TACTICS WINNERS

Media Relations

SIARZA

505 Sports Venture Foundation

Siarza's campaign for 505 Sports Venture Foundation helped elevate NIL awareness in New Mexico, generating national attention and community engagement. Through strategic media

relations and storytelling, the campaign empowered student-athletes and built donor trust—positioning 505SVF as a leader in ethical, education-driven NIL support.

James Korenchen Public Relations

New Mexico Secretary of State Warns Voters of AI Misinformation during 2024 Election Cycle

In advance of the 2024 presidential election cycle, the New Mexico Secretary of State's Office developed a campaign to educate voters about the risks of AI and the manipulation of information. JKPR managed the media relations announcing the campaign and educating voters about the topic.

Sunny505

Sandia Resort & Casino Sportsbook Launch

Sandia Resort & Casino, last to enter a highly competitive market, partnered with SUNNY505 to launch a dynamic PR campaign. Through celebrity partnerships, targeted media outreach, and two major events, the campaign drove record revenue, extensive media coverage, and positioned Sandia as New Mexico's premier Sportsbook destination.

James Korenchen Public Relations

Cirque du Soleil "Crystal" Media Relations

Cirque du Soleil, the international artistic-entertainment company, worked with JKPR to manage the media relations for its touring show "Crystal" at the Rio Rancho Events Center. We were asked to garner news coverage about the show, create awareness of the performance and help generate ticket sales.

Videos

Sandia National Labs

The Lifecycle of a Nuclear Weapon

The Lifecycle of a Nuclear Weapon animated video was created to educate a general public on the complex, multi-stage process involved in the development, maintenance, and retirement of nuclear weapons, with the goal of increasing transparency, awareness, and support for Sandia National Laboratory's national security initiatives.

PK Public Relations

Water Can't Wait Voices

The Water Can't Wait campaign by PK Public Relations is designed to build broad-based support for more urgent action on water policy, the centerpiece of the campaign—the "Voices" video series. Each story was filmed on location, reflecting the speaker's relationship with water and the unique pressures their communities face.

Social Media

SIARZA

Hotel Zazz

Siarza's Hotel Zazz's 2024 social media tactic reimaged Albuquerque's Route 66 experience with trend-driven Reels, local collaborations, and immersive design storytelling. By aligning seasonal content with tourism peaks, the campaign elevated Nob Hill's safety perception, boosted impressions and engagement, and positioned the boutique hotel as a must-stay cultural destination.

Newsletters, Digital

The University of New Mexico

News You Can Use Newsletter

UNM's Communication & Marketing team revamped its "News Minute" into a curated, narrative-driven newsletter. Aimed at boosting engagement and reach, the redesigned format features a strategic layout/visuals spotlighting institutional impact while tracking performance. With this approach, the team transitioned to Constant Contact, enabling greater customization, branding flexibility, and robust analytics.

GOLD AND BEST IN SHOW AWARD WINNER FOR TACTICS

This year, there are two winning entries with a perfect score of 100:

Blogs

Sinuate Media

Surgical Precision in SEO Transforming NJBS's Digital Visibility with Blogs that Convert

Sinate Media's NJBS blogging strategy was led by SEO Strategist Joe Sutton, in collaboration with the client's agency of record. The campaign produced 100+ new articles and 200+ refreshes, using SEO, clinical alignment, and video to grow NJBS's search footprint and elevate patient education across neurosurgical topics.

Websites, External

Sinuate Media

From the Outback to the Inbox TUFF America's Landing Page That Drove 1,800+ Leads

Led by Leah Messina, Jason Koenig, Joe Sutton, and Jacey Grevas, Sinuate Media designed a high-converting WordPress landing page for TUFF America. The tactic paired bold product messaging with intuitive UX to capture qualified truck enthusiast leads and validate early market traction.

CAMPAIGNS

The Cumbre Awards for Campaigns are given for outstanding achievement in a comprehensive public relations campaign. The entry should consist of more than one communication tool, program, or component and must include sound research, planning, implementation and evaluation. Guidelines are similar to those for PRSA's prestigious Silver Anvil Awards.

BRONZE CAMPAIGN AWARD WINNERS

Social Media

Siarza

The Driver Alcohol Detection System for Safety (DADSS) Research Program

The DADSS social media campaign elevated awareness of groundbreaking drunk-driving prevention technology through targeted messaging, strategic partnerships, and data-driven paid media. It achieved a 167% increase in impressions and engaged policymakers, safety advocates, and families, driving critical momentum toward a world without drunk driving fatalities.

Events and Observances, Less Than 7 Days

InPress, LLC

Camels at Coronado

InPress, LLC helped Friends of Coronado & Jemez Historic Sites generate visibility through a camel-themed event in April 2025. With a \$3,500 ad budget, InPress secured broad media coverage, exceeded attendance goals by 922%, increased web traffic by 43%, generated 8,500 Facebook impressions and new memberships, with plans for a 2026 event.

Sandia National Labs

Engineers Week at Sandia National Laboratories

For the first time in eight years, Sandia National Laboratories formally celebrated Engineers Week in February 2025 through internal and external mixed-media articles, extensive and dynamic use of social media, installation of an onsite photo exhibit, and the production and distribution of a professional video.

Community Relations

James Korenchen Public Relations

U.S. Federal Credit Union Helps the Community

U.S. Eagle Federal Credit Union hired JKPR to develop and promote a community relations program to help improve the quality of life and demonstrate its commitment to the communities it serves. The year-long campaign began on January 1, 2024 and ended December 31, 2024.

SILVER CAMPAIGN AWARD WINNERS

Crisis Communications

Kirtland Air Force Base Public Affairs

F-35 Crashes Outside Kirtland Air Force Base

Following an F-35B crash near Kirtland Air Force Base, the Public Affairs Office deployed a four-point communications response within hours—managing media, community, and command messaging across agencies. Their real-time, coordinated response protected public trust, ensured safety, and showcased interagency strength during a highly visible and complex crisis.

Events and Observances, Less Than 7 Days

Kirtland Air Force Base Public Affairs

Kirtland's U.S. Space Force 5th Anniversary

Kirtland Air Force Base celebrated the U.S. Space Force's 5th Anniversary with a high-visibility event highlighting its 1,200 Guardians and four on-base units. Featuring civic leaders, media, and mission partners, the observance increased awareness, strengthened community ties, and elevated the Space Force's profile across New Mexico and beyond.

The National Museum of Nuclear Science and History

Discovery After Dark Adult STEM Night

Discovery After Dark transformed the National Museum of Nuclear Science & History into a vibrant, adult-focused experience. Grounded in visitor data, the campaign engaged adults 21–55 through immersive programming, strategic messaging, and community partnerships, resulting in successful events, increased awareness, and a revitalized brand identity for lifelong learning and local engagement.

Integrated Communications

Sandia National Labs

Sandia's Employee Recognition Awards Campaign

The annual Employee Recognition Awards celebrate the remarkable contributions of individuals and teams at Sandia National Laboratories. The ERAs honor those who consistently go above and beyond, playing a vital role in the Laboratories' most significant achievements.

GOLD CAMPAIGN AWARD WINNERS

Events and Observances, Less Than 7 Days

James Korenchen Public Relations

Touro College of Dental Medicine Expands to New Mexico

Touro University, a New York-based non-profit institution of higher and professional education, planned to expand its Touro College of Dental Medicine to New Mexico. The college hired JKPR to announce the expansion of its clinical training facility to the Land of Enchantment.

Events and Observances, 7 or More Days

SIARZA

Albuquerque Navy Week – 2025

Albuquerque Navy Week 2024 connected over 130 events with New Mexicans through strategic media, stakeholder outreach, and cultural storytelling. Siarza led a hyperlocal campaign on behalf of NAVCO and GDIT, amplifying the Navy's presence in a landlocked region with national impact and measurable public engagement.

Sandia National Labs

Sandia Labs' 75th Anniversary Celebration

The 75th Anniversary celebration at Sandia Labs commemorated its rich history while igniting a passion for tackling national security challenges. By implementing a series of engaging internal initiatives, the project fostered a renewed commitment to Sandia's legacy in addressing contemporary and future security needs.

Community Relations

Kirtland Air Force Base Public Affairs

Largest Honorary Commanders Program in the US Air Force

Kirtland Air Force Base's Honorary Commanders Program forged the largest civic-military partnership in the U.S. Air Force, pairing 54 New Mexico leaders with military commanders. Through immersive engagement and strategic alignment, the program strengthened trust, advanced mission awareness, and positioned KAFB as a model for community relations across the nation.

PK Public Relations

New Mexico 988 Lifeline

PK Public Relations helped to create more than a suicide and crisis hotline, the 988 Lifeline is a gateway to real-time, local help. It connects callers to mobile crisis teams, behavioral health centers, and peer support resources that are well-grounded in New Mexico's unique cultural landscape.

Internal Communications

Sandia National Labs Accelerating Innovation

The "Success in Innovation" campaign was launched to support Sandia National Labs' Number One strategic goal, "Accelerate Innovation," and amplify innovative efforts. This communications initiative strategically engaged employees to strengthen Sandia's innovation culture and showcased the diversity of ideas contributing to national security and organizational success.

Marketing, Consumer Products

Sinuate Media

Crab Cakes, Clicks & Conversion How G&M Turned Data and Email Into Nearly \$1M—Without Paid Ads—for 2024's Black Friday/Cyber Monday (BFCM) Campaign

Sinate Media's 2024 BFCM campaign for G&M Restaurant was led by Account Director Joe Sutton and Account Manager Jacey Grevas. With no additional ad spend, the team relied on smart segmentation, VIP-first strategy, and real-time optimization, generating nearly \$1M in email-attributed revenue through owned media and exceptional execution.

Sinate Media

TUFF America's U.S. Launch Campaign From Australian Legacy to American Opportunity—A 90-Day Campaign to Build Brand Awareness and Generate Leads at Scale

Sinate Media launched TUFF America into the U.S. market with a cross-channel strategy led by Leah Messina, Jason Koenig, Joe Sutton, and Jacey Grevas. Through paid ads, PR, and targeted messaging, the team generated 1,800+ qualified leads and national trade media attention in just 90 days.

Public Affairs

PK Public Relations

Water Can't Wait

PK Public Relations' Water Can't Wait campaign mobilized a powerful statewide coalition of nonprofits and community leaders to engage lawmakers, their constituents, and the governor's office to build broad-based support for more urgent action on water policy.

Events and Observances, Less Than 7 Days

Sunny505

Sandia Resort & Casino Sportsbook Launch

Sandia Resort & Casino launched its Sportsbook as the last one to enter the market and without a national brand partner. SUNNY505's research-driven PR campaign, featuring celebrity partnerships, targeted media outreach, and two high-impact events, generated record revenue, extensive media coverage, and solidified Sandia's position as New Mexico's premier Sportsbook destination.

Sinuate Media

Powering Trust in Two Days Organ Mountain Solar's Community-First Comeback

Sinuate Media's Home & Garden Show campaign for Organ Mountain Solar & Electric was led by CEO Leah Messina, COO Jason Koenig, Account Director Joe Sutton, and Account Manager Jacey Grevas. The team activated a presenting sponsorship to rebuild trust and generate \$100K+ in new business through community-first engagement.

BEST IN SHOW CAMPAIGN AWARD WINNER

Marketing, Consumer Services

Sinuate Media

How Human-Centered Marketing Rebuilt a Community of Care at Haciendas at Grace Village

Sinuate Media's "Stories of Impact" campaign for Haciendas at Grace Village was led by CEO Leah Messina, COO Jason Koenig, Account Director Joe Sutton, and Account Manager Jacey Grevas. The in-house team executed all strategy and creative, helping the facility exceed occupancy goals through values-driven storytelling and community-centered engagement.