

**December 10, 2021**

**For immediate release**

**Contact:** Christine Barnhart, Vice President, Strategic Communications  
301.590.8764 or [cbarnhart@gcaar.com](mailto:cbarnhart@gcaar.com)

## **GCAAR recognized for communications excellence at PRSA Maryland 'Best in Maryland' Awards**

ROCKVILLE, Md., Dec. 9, 2021 -- During its annual gala and awards show, the Public Relations Society of America Maryland Chapter recognized the Greater Capital Area Association of REALTORS® among 33 Best in Maryland and Award of Excellence winners, with two awards for communications excellence.

GCAAR was recognized with a first-place Best in Maryland Award for its 2020 virtual REALTOR® Fest in the “events and observances” category, and with a second-place Award of Excellence in video for the 2021 Board Installation promotional video. Both were commended for the creativity and flexibility they demonstrated during the global pandemic.

Since pandemic closures had not ended by May 2020, GCAAR had to change its largest annual event, REALTOR® Fest, to become virtual in just two months.

The team overcame many obstacles to produce the event, featuring CE classes and professional development for REALTORS®. With all hands on deck, GCAAR refocused the one-day event into a week-long affair, resulting in more than 900 attendees, 21 sponsors, 96% positive feedback and \$51k in profits - making REALTOR® Fest 2020 its most successful event to date.

"The pandemic changed the way we do business in a number of ways, and we received so much positive feedback from REALTOR® Fest that we are completely transforming the event for future years," said GCAAR Chief Executive Officer Edward Krauze. "I am so proud of our incredible team. We are honored to have our work recognized alongside some of the best in the Maryland public relations community."

The installation of GCAAR's 2021 Board of Directors in December 2020 was also virtual for the first time. To pique members' interest and motivate attendance despite Zoom fatigue, GCAAR and videographer Sok Vision created a [58-second video](#) showing GCAAR's outgoing and incoming presidents preparing for the glamorous affair to the tune of Beyonce's "Crazy in Love." And love is what they got in return, with ample email and social engagement, lots of positive feedback – and

more than 200 event registrants. It remains GCAAR's most popular video on YouTube and Facebook.

Award entries were reviewed by a panel of judges made up of public relations professionals from PRSA's Phoenix Chapter. They were carefully evaluated based on the following criteria: planning/content, creativity/quality, technical excellence and overall results.

**About GCAAR**

The Greater Capital Area Association of REALTORS®, one of the largest local REALTOR® associations in the U.S., is the voice for REALTORS® in Washington, D.C. and Montgomery County, Maryland. Representing more than 10,000 real estate professionals in the greater capital area, GCAAR provides services vital to its members' daily business needs and works with lawmakers to ensure public policy that encourages homeownership and supports the real estate industry. For more information, visit [www.GCAAR.com](http://www.GCAAR.com).

**About PRSA Maryland**

The Maryland Chapter of the Public Relations Society of America (PRSA Maryland) was established in 1961 to help public relations and communications professionals stay connected professionally and personally. As part of the nation's largest and foremost organization of communication professionals, PRSA Maryland offers networking, training, resources, and support to assist members in practicing public relations at the speed of communication. For more information, visit [www.prsamd.org](http://www.prsamd.org).

###