

July 5, 2023

For immediate release

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GCAAR recognized among major corporations for communications excellence

-- Local REALTOR® association garners national attention at 2023 PRSA Anvil Awards --

ROCKVILLE, Md. -- During its annual awards event in New York City last month, the Public Relations Society of America (PRSA) recognized the Greater Capital Area Association of REALTORS® as an Anvil Award winner among 58 other organizations nationwide – including well-known national and international brands.

GCAAR’s winning entry, a video titled [“The Installation,”](#) features 2023 GCAAR President Avi Adler in a parody of the television show, “The Office.” It was created at the end of 2022 to encourage people to attend his installation as GCAAR president in December.

“To say we feel honored receiving this award is an understatement,” said Adler. “The fact that GCAAR, as a local REALTOR® association, was recognized at this level - and in the company of highly respected and recognizable brands such as PetSmart, H&R Block and Wendy’s - is truly special. Bravo to the creative and skilled group of individuals on our team responsible for this video.”

Since November 23, 2022, the video has received almost 1,000 views (and counting) on YouTube, as well as more than 1,700 views on Instagram, with many likes, shares and comments on both social media channels. It remains among the most popular videos GCAAR has ever posted.

“A big congratulations belongs to our Communications team for this incredible win,” said GCAAR Chief Executive Officer Ed Krauze. “The creativity they bring to their work deserves to be recognized, and I’m proud to have them on our team.”

The Anvil Awards recognize the best public relations strategies and tactics of the previous year and spotlight the highest standards of performance for the public relations profession. A total of 118 awards were presented, with 59 getting the top honors. The full list of winners is available on [PRSA’s website](#).

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 12,000 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.

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