

Tony Fay Public Relations (TFPR) Takes Home Three PRNEWS Platinum Awards

*Fay, Betsy Dixon snag individual honors.
Firm earns PR Stunt of the Year with Carvana Professional Pickleball Association.*



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New York, NY (October 11, 2024) – At PRNEWS’ Platinum Awards Gala, Dallas-based firm Tony Fay Public Relations (TFPR) walked away with three honors, including the prize for PR Stunt of the Year with Carvana Professional Pickleball Association (PPA Tour). The awards were announced Oct. 8 in front of more than 450 industry luminaries. TFPR Founder Tony Fay was recognized as a top CEO and Chief Media Officer Betsy Dixon was named a “Media Relations Titan.”

The Platinum Awards are some of the most coveted and competitive awards in the fields of public relations, communications, and marketing.

For its **People of the Year honors**, PRNEWS scours the nation for the most inspiring public relations professionals. The list starts with CEOs and also includes top marketing innovators, crisis communicators, and media relations specialists.

Fay was one of just eight CEOs recognized on the list. Since 2011, Fay has grown his one-man operation into a firm with nearly two dozen creatives who serve more than 40 clients. In 2023 alone, TFPR media placements for clients generated 48.9 billion impressions, exceeding \$77.6 million in value.

"I'm privileged to lead a group of highly skilled, innovative individuals who are passionate about public relations," said Fay. "Whether they are producing the country's first Blimp-based pickleball game or raising funds for North Texas nonprofits alongside sports legends, our team dreams up strategies that generate excitement and energy. I'm humbled by this recognition from PRNEWS and share it with my team."

Alongside leaders from Bank of America, OkCupid, and TIME magazine, Dixon was named a **People of the Year list "Media Titan"** — an individual who has worked tirelessly to build strong relationships with journalists and influencers.

"I'm grateful to PRNEWS for this recognition and to our visionary leader Tony Fay and his dedicated team," said Dixon. "We are fortunate to engage with media alongside our sports and philanthropic partners in exciting, meaningful, and difference-making work in Dallas and across the country."



In the **Stunt of the Year category**, TFPR and the PPA Tour edged out Pepsi, Infiniti Motor Company, and Dippin' Dots for the top honor.

The TFPR/PPA Tour campaign elevated pickleball's status by having the Goodyear Blimp provide aerial coverage of the Tour finals. For more than 65 years, the Blimp's presence has signaled the significance of a sporting event. Goodyear not only provided aerial finals coverage, with TFPR and the Tour it invited journalists to ride the Blimp as athletes played onboard. The campaign resulted in more than 300 million impressions, including half a million on social media alone.

"Pickleball is the fastest-growing sport in the United States, and our collaboration with the iconic Goodyear Blimp elevated the PPA Tour to the upper echelon of sports properties," said PPA Vice President of Communications Jeff Watson. "TFPR helped bring the excitement of our sport into millions of households, attracting more athletes and families to this incredible game."

TFPR was also honored as a finalist in two categories: **Small Agency of the Year** ([winning the award in 2023](#), and also a finalist in 2022) and **Nonprofit Campaign of the Year** for the Perot Museum of Nature and Science's celebration of the Great North American Eclipse. That campaign drew journalists from as far away as Japan and generated 1.2 billion impressions.

"Year after year, Platinum Awards entries continue to impress not only us here at PRNEWS, but the industry at large," said PR News Associate Publisher Danielle Sikes. "It's inspiring to see all the great work our community produced over the past year as more and more emphasis is placed on the communication function across organizations."

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About Tony Fay Public Relations

TFPR serves some of the biggest brands in sports and entertainment, while also supporting the growth of philanthropic entities that make communities stronger. The firm combines its expertise with a network of internationally recognized sports and entertainment talent to provide unparalleled results. For more information, visit www.tonyfaypr.com.

About Carvana PPA Tour:

Founded in 2019, the Carvana PPA Tour is where pickleball's top athletes go head-to-head to determine the best male and female players in the world. The Carvana PPA Tour organizes and conducts tournaments at world-class facilities across the country, establishes player rankings, and showcases the world's best pickleball week in and week

out. Inviting amateur players to also compete and “play where the pros play,” the Carvana PPA Tour offers divisions for every age group and skill level. For more information, go to www.ppatour.com, and follow us on social: [Twitter/X](#), [Instagram](#), [YouTube](#), [Facebook](#), [LinkedIn](#).

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