

Tony Fay Public Relations Takes Home Four PRNEWS Platinum Awards

*Honors Include PR Agency of the Year
and Inclusion on the PRNEWS Agency Elite 120 List;
TFPR Shares Honor of Media Relations Campaign of the Year
with Heritage Auctions for its Summer Platinum Night Sports Auction*



New York (October 10, 2025) – At PRNEWS’ Platinum Awards Gala, Dallas-based firm Tony Fay Public Relations (TFPR) walked away with four honors, including the prize for **PR Agency of the Year** in the small firm category for the second time (also 2023). TFPR proudly shared the honor of **Best Media Relations Campaign with Heritage Auctions**, earned through duo’s PR efforts around Heritage’s 2024 Summer Platinum Night Sports Auction, which featured Babe Ruth’s famous game-worn “called shot” jersey from the 1932 World Series.

TFPR Chief Operating Officer and President of its Sports and Entertainment Group **Amanda Larder** was recognized as one of PRNEWS’ **People of the Year** in the “**Agency Innovator**” category – agency pros who have helped their firm grow in client base and/or revenue, expanded the scope of the agency’s offerings, or spearheaded winning campaign(s) on behalf of a client.

TFPR was also announced as a **PRNEWS Agency Elite 120 firm for the fourth consecutive year.**

The Platinum Awards are some of the most coveted and competitive awards in the fields of public relations, communications, and marketing. The awards were announced Oct. 7 in front of more than 450 industry luminaries.

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.

“I’m privileged to lead a group of highly skilled, innovative individuals who are passionate about public relations,” said Founder and CEO Tony Fay. “We’re proud to share these honors with our fantastic clients like Heritage Auctions; we were thrilled to have them on-hand during the PRNEWS Platinum Awards in New York City.



“I’d like to give special congratulations to our incredible leader and COO Amanda Larder, who works tirelessly every day and is literally our agency innovator. We are very thankful for her much-deserved recognition.”

In 2024, TFPR helped clients generate \$98 million in media value and more than 558 billion impressions. The firm retained 80 percent of clients in 2024, with several clients expanding their engagement. Between 2020 and 2024, TFPR increased revenue by 225%.

For the **Media Relations Campaign by an Agency honor** TFPR worked with Heritage Auctions to launch a high-impact media relations campaign to amplify the global visibility of its 2024 Summer Platinum Night Sports Auction, with a special focus on the marquee item: Babe Ruth’s iconic “Called Shot” jersey from the 1932 World Series. The primary objective was to position Heritage as the preeminent destination for high-value sports collectibles, leveraging the historic and cultural significance of the jersey to capture national and international media attention. Specifically, the campaign aimed to drive auction results through strategic storytelling and expansive media coverage across sports, news, and cultural platforms. The jersey sold for a staggering \$24.12 million, establishing a new world record for the most valuable sports collectible ever sold. The campaign garnered over 39 billion global impressions and achieved a media value of more than \$373 million, according to Muck Rack analytics.

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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 PRNEWS

PRNEWS is the largest event and digital media brand providing business intelligence and face-to-face experiences to the PR and Communications industry. For more information, visit www.prnewsonline.com.

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