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Fast-Growing Healthcare Public Relations Firm CURA Strategies Takes Home North American “New Agency of the Year” Award

Annual Holmes Report ‘Sabre Award’ Marks Latest of Several Recent Industry Honors for Two Year-Old Agency

(New York, NY) – Arlington, VA-based integrated healthcare communications firm [CURA Strategies](#) was honored with the Holmes Report’s annual “new agency of the year” award in New York City on May 1. This award recognizes overall business and client achievements by smaller, recently established firms, and is the result of an exhaustive research and evaluation process led by public relations thought leader Paul Holmes and the editors of the [Holmes Report](#).

“We could not be prouder to receive this honor from The Holmes Report, one of the most influential publications in our profession,” said Anne Woodbury, the co-founder of CURA Strategies. “To be recognized for our work in transforming the healthcare system is a testament to the tireless efforts of our team, as well as our clients who are determined to the make the world a better, healthier place day in and day out,” said Jeff Valliere, CURA Strategies co-founder.

CURA Strategies, a bi-partisan firm, was founded in January 2016, and over the course of the last two and a half years, has worked on issues related to veterans’ health and wellness, mental health, opioid addiction, heart disease, diabetes, value-based healthcare purchasing, and telemedicine, among other healthcare sectors. CURA’s name comes from the Latin for “care and concern for others,” which reflects the agency’s core mission to support the work of those who stand for, represent, and embrace transformation in healthcare.

In addition to this most recent honor, CURA Strategies has picked-up several other industry awards this spring, including:

- [“Healthcare Campaign of the Year”](#) from **Ragan’s PR Daily** for its work on addressing the nation’s opioid crisis with Advocates for Opioid Recovery;
- The [“Silver Bulldog”](#) award for best use of social media for the same opioid-related effort from **Bulldog Reporter**, an industry trade publication; and
- The [“Silver Stevie Award”](#) for “Startup of the Year” in the business services industry from the **American Business Awards**.

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