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Local fundraising cookbook Feast is in the running for a major public relations industry award.

The Annual PRINZ Awards recognise and reward outstanding public relations and communication management projects in New Zealand.

Feast has been selected as a finalist in the not-for-profit category alongside a small number of high profile campaigns submitted by some of the country's leading marketing and communications firms, including the SPCA's "Driving Dogs" campaign.

ExpressPR managing director Dana Kirkpatrick says to win is considered a high accolade.

"The nomination is particularly gratifying given that Feast is a community driven project designed to support a local cause. We're so pleased that we had the opportunity to deliver such a neat project for the SunnyDay Trust," says Ms Kirkpatrick.

SunnyDay Trust Chairman Barbara Clarke is also delighted with the news.

"The cookbook was such a big part of our lives last year, a massive undertaking for both ExpressPR and the SunnyDay Trust. Feast sold extremely well and continues to provide an income for us, but it also raised the profile of our organisation immensely," she says.

Ms Kirkpatrick and Mrs Clarke are both quick to recognise that Feast's success lies squarely in the support it enjoyed from the community.

"Feast is being considered because the East Coast mobilised itself in support of this project. A generous community of home cooks, sponsors and advertisers ensured we had a product. A wonderful book buying public ensured that we could raise the funds needed for the Sunshine Service," says Ms Kirkpatrick.

The PRINZ awards are announced at a gala evening in Christchurch on May 31st.

Feast retails at \$50. Limited supplies are still available for purchase from local bookstores.

Ends.

For more information please contact Kerry Donovan on 06 8677 444 or 021 128 7689