

Mel's Pig Roast, PKA Marketing honored with three SIA Awards

Mel's Pig Roast Charities and PKA Marketing have been announced as winners from the 12th Annual Service Industry Advertising Awards (SIA Awards), being awarded two silvers and one bronze.

The winning entries included, the "Pig Out for a Buck" button winning silver in the imprinted materials category, the "Glaze Proud Sponsor of Mel's Pig Roast Charities" poster winning silver and the "Great Times for Great Causes" poster winning bronze in the poster category.

The SIA Awards recognizes advertising excellence and achievements in the service industry. More than 1,500 entries were received in this year's competition, which included more than 400 advertising agencies and 700 institutions. A national panel of judges evaluated and rated entries based on execution, creativity, quality, consumer appeal and overall breakthrough advertising content.

The judges awarded a total of 130 Gold Awards, 90 Silver Awards and 56 Bronze Awards.

PKA Marketing has been providing marketing services for Mel's Pig Roast for the past five years. Learn more at MelsPigRoast.com. For more on PKA Marketing, visit PKAmar.com.

