

JEWISH FEDERATION OF DELAWARE HONORED WITH GOLD IN 2025 BULLDOG PR AWARDS

For Immediate Release:

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June 27, 2025, Wilmington, DE – Jewish Federation of Delaware was named a category winner in the 2025 Bulldog PR Awards. Federation received a **Gold Award** in the **Best Not-for-Profit Campaign** for its **“TOGETHER As One”** campaign.

Bulldog Awards celebrate the best and brightest in corporate communications and public relations. It’s the only PR awards program judged exclusively by journalists.

“Our **TOGETHER As One** campaign uses real donors who share their story and why they support the Federation with their time, talent, and treasure,” stated Seth J. Katzen, President & CEO of the Jewish Federation of Delaware. “The campaign displays a broad diversity of supporters including age, gender, and professions.”

Online elements of the campaign include website, social media, and email tactics. Traditional media includes full-page print ads in its award-winning monthly magazine, *Jewish Living Delaware*, collateral including letterhead, board manual, development plan, and an outdoor PSA campaign.

“The Federation brand is not what we tell our donors it is. The Federation brand is what our donors tell other donors it is.” Katzen concluded.

About Jewish Federation of Delaware

For more than 90 years, Jewish Federation of Delaware supports programs that feed, clothe, shelter, counsel, and rescue thousands of people here in Delaware and the Brandywine Valley, in Israel and around the world. We provide opportunities that educate, inspire, and celebrate a vibrant Jewish life. It's our responsibility. It's our privilege. It's who we are. For more information, please visit ShalomDelaware.org.

About Bulldog Reporter

The Bulldog PR Awards, the only PR awards program judged exclusively by working journalists, are run by Bulldog Reporter and celebrate the best and brightest in corporate communications and public relations. Anyone—such as PR, communications, marketing, social media, branding, product management, sales and investor relations professionals around the world—is eligible. Learn more at BulldogAwards.com.

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We Grow Stronger **TOGETHER As One**