



FOR IMMEDIATE RELEASE

9/11 Community's Public Relations Campaign to Combat Saudi Arabia's Sportswashing Tactics Wins Global Awards

Winuk Communications Leads PR Program for Client 9/11 Justice Amidst LIV Golf/PGA Tour Controversy

Carmel, NY, July 10, 2023 . . . For their advocacy campaign to raise national awareness about the 9/11 community's pursuit of accountability and justice for the attacks of 9/11, [Winuk Communications, Inc.](#) and its client, the nonprofit [9/11 Justice](#), have won four global public relations awards, including a prestigious Grand Prize, in the *2023 Bulldog PR Awards* competition. The months-long advocacy program, entitled "The 9/11 Community's Campaign to Combat Saudi Arabia's Sportswashing Tactics," was activated in 2022 in the early stages of the LIV Golf/PGA Tour controversy.

The campaign garnered Winuk and its client Gold Awards in the "Best Issue/Cause Advocacy Campaign" and "Best Not-for-Profit/Association Campaign" categories and a Silver Award in the "Best Media Relations Campaign" category. The judges also bestowed the Grand Prize to Winuk and 9/11 Justice as the "Best Campaign of 2022," besting all entrants across 40 public relations campaign categories.

The winners of the awards competition were [announced](#) on June 30, 2023. The prestigious Bulldog Awards program is "the only PR awards program judged exclusively by journalists."

The multi-faceted campaign leveraged the new and controversial Saudi-funded LIV Golf Series as a way to focus public attention on the Saudi government's purported role in helping to facilitate the terrorist attacks of September 11, 2001, as contended for years by the 9/11 community. Through the voices of 9/11 family members, the campaign highlighted recently declassified, under Presidential Executive Order, FBI documents resulting from a secret 10-year investigation into the attacks and conducted after the conclusion of the 9/11 Commission.

The agency and 9/11 Justice staged numerous well-attended press conferences nearby to several LIV Golf tournaments throughout the U.S.; successfully encouraged national and local government leaders to publicly address Saudi Arabia's reported link to the attacks and its sportswashing tactics; publicized television ads featuring 9/11 community members objecting to the Saudi-funded tournaments and its deflection tactics; publicly supported those professional golfers who rejected on principle participating in the tournaments; and more.

"I never could have imagined the success we would have embarking on the journey to insert the 9/11 community into the public conversation about the dispute between the PGA Tour and LIV Golf," said Brett Eagleson, president of 9/11 Justice and a 9/11 family member. "We did so to bring focus and attention to our quest for justice and accountability for the murder of our loved ones. With this advocacy campaign, the 9/11 community successfully and rightly refocused much of the spotlight away from golf and onto the terrorist attacks and lack of justice for our community -- and for America -- over the past 22 years. We have the Winuk Communications team and the leadership team of 9/11 Justice to thank for that success."

"Saudi Arabia seemingly has unlimited funds to activate and promote its sportswashing tactics in the U.S. and around the world, and that presented challenges for our client, which is a small nonprofit of well-intentioned people seeking justice," said Jay Winuk, president of Winuk Communications and a 9/11 family member. "And so it was particularly satisfying to help facilitate and witness the extraordinary and sustained level of media, public and governmental attention our campaign generated throughout the nation and internationally as we reminded the world about the lack of accountability and justice for this attack on America more than 20 years ago. We're very appreciative of the Bulldog PR Awards organization and its judges for recognizing our advocacy work in this way."

About Winuk Communications, Inc.: Founded in 1994, [Winuk Communications, Inc.](#) is a full-service national award-winning public relations agency serving clients of every size, from entrepreneurial start-ups to large corporations. The agency's client roster includes some of the nation's leading companies and organizations in law, healthcare, nonprofit, consumer products, entertainment and the arts, sports, real estate, finance and other industries. The firm provides expertise in a wide array of communications services, including media relations; crisis communications; cause-related marketing; brand marketing; special event planning and execution; social media; media training; comprehensive editorial and writing services; and more. Agency President Jay Winuk, a 9/11 family member, is the co-founder of [9/11 Day](#), the nation's largest annual day of charitable engagement.

About 9/11 Justice: [9/11 Justice](#) is a 501(c)4 organization representing family members of those lost, 9/11 survivors, first responders, volunteers, lower Manhattan residents, and many workers who are now suffering illnesses due to their exposure at Ground Zero. More

information about the 9/11 community's quest for justice and accountability from those who supported the terrorist attacks on America is accessible at www.911justice.org.

More information about the 2023 Bulldog PR Awards and a list of winners is accessible [here](#).

CONTACT:

Jay S. Winuk
Winuk Communications, Inc.
845-277-1160 (direct)
914-523-3227 (cell)
jay@winukpr.com
www.winukpr.com



Jay Winuk, president of Winuk Communications, Inc. and a 9/11 family member, addresses the media gathered for a 9/11 Justice press conference near the LIV Golf tournament in Bedminster, NJ, on July 29, 2022.



Brett Eagleson, president of 9/11 Justice and a 9/11 family member, addresses the media at the organization's Portland, OR, press conference, near the Pumpkin Ridge LIV Golf tournament on June 30, 2022, as he is joined by numerous other 9/11 family members.



**2023
GRAND PRIZE
WINNER**

BULLDOG PR AWARDS



2023
GOLD
WINNER

BULLDOG PR AWARDS



2023
SILVER
WINNER