

Silver Paper Clip for a Guide to Culinary Krakow

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The Facebook Guide to the European Capital of Gastronomic Culture Krakow 2019 was awarded the Silver Paper Clip in the Custom Publishing category. The publication awarded in the competition was published by Facebook together with the city of Krakow.

A city guide focused on gastronomy, published in July last year, was created with the participation of Krakow's culinary communities operating on Facebook. 10,000 free copies went to Krakow restaurants and InfoKraków outlets. A bilingual guide is also available **online**.

In the 17th edition of the Golden Paper Clips competition, out of a record number of 331 applications, 92 nominations were granted. The jury awarded 20 golden, 34 silver and 29 bronze paperclips in a total of 31 competition categories.

In the Custom Publishing category, for which the Krakow guide was nominated, the publication "Turn Your Public On: Knowledge Sharing Works!" (Publicon) was awarded the gold and the bronze went to "We tell about Poland to the world" (MSL).

The Culinary Guide to Krakow was prepared on behalf of Facebook by Hill + Knowlton Strategies Poland. The guide's author is Magdalena Wójcik, the publishing was designed by Pilar Rojo, and the Visual Arts Foundation was responsible for its publication, creation and layout.

Gold Paper Clips aim at increasing professionalism and raising standards in the public relations industry by promoting the best, most creative and reliable projects in the field of public relations implemented in Poland. The competition's task is also to educate the business community about the importance of PR for the functioning of a company.

The competition is open and addressed to all entities implementing PR campaigns in Poland: PR agencies, PR and communication departments, companies and institutions, local government bodies and non-governmental organizations. The competition entries are evaluated by a jury of over 80 people, composed of representatives of business and non-governmental organizations, practitioners and experts from the PR and media industry in Poland, as well as authorities from the academic community.