



Cover the Progress Campaign Wins a Silver Lion at Cannes Lions -International Festival of Creativity

#CoverTheProgress, the public relations campaign launched by Discover Puerto Rico last September, to help counteract the impact of negative publicity generated by the first anniversary of Hurricane Maria, continues to impact people around the world. This time, winning a Silver Lion Award, in the media relations category during the Cannes Lion International Festival of Creativity. This festival serves as a trendsetter and is often referred to as a benchmark for the creative, communications, and public relations industries. With this new recognition, #CoverTheProgress becomes one of the most awarded DMO-led issues management public relations campaigns in the world.