**Asia Pacific Property Awards 2021-2022
In association with GROHE and American Standard**

Suggested Press Release Guidelines

**Introduction**

### Firstly, congratulations on being named as a recipient of an Asia Pacific Property Award 2021-22, the most acclaimed industry award throughout the region. This is an achievement which is recognised as a mark of excellence for property professionals and you will naturally want to share this news with the media and build anticipation of the official announcements.

To maximise the potential of your award we would like to encourage you to make use of national and international media outlets including print, online, magazines, television, radio, and social media. Generating more press around your award ultimately builds your reputation and invites more business.

Below, we have suggested information and talking points to include in press materials.

Please adapt this information to your own circumstances, including specific details of your company, project(s) or anything else that may be relevant. The best press releases are easy to understand and provide a structure that journalists can use to generate stories. In particular, we would advise adding one or two short quotes from key members in your company as sound-bites are an important resource to journalists. Journalists also welcome clear images, which add visual impact to your press release.

**Suggested phrasing:**

One of the most important aims in your press release is making the category of your award clear. The following paragraph suggests a phrasing for this. As with everything else, it would be best to adapt this to your purposes, particularly if you are entered for multiple awards.

[COMPANY NAME] will be honoured at the Asia Pacific Property Awards in an online virtual ceremony on 28 May for their project [PROJECT NAME]. [COMPANY NAME] will compete against the best property professionals across the Asia Pacific regions to be recognised in the [CATEGORY] category.

**PLEASE NOTE - the level of the award each entrant has won (Five Star or Award Winner) will be revealed at the awards event.**

**Facts & Information**

* The Asia Pacific Property Awards are judged by an independent panel of over 80 industry experts. Judging focuses on design, quality, service, innovation, originality, and commitment to sustainability.
* The judging panel is chaired by Lord Caithness, Lord Best, and Lord Waverley, members of the House of Lords in the UK Parliament.
* GROHE and American Standard are the 2021-2022 Headline Sponsorof the Asia Pacific Property Awards.
* GROHE is a leading global brand for complete bathroom solutions and kitchen fittings and has a total of over 6,000 employees. GORHE will sponsor the Architecture and Interior Design sectors.
* American Standard is a leading North American plumbing and building products manufacturer, which is also part of the LIXIL Water Technology business. American Standard will sponsor the Development and Real Estate sectors.
* The Asia Pacific Property Awards are the largest, most prestigious, and widely recognised programme throughout the regions.
* The official Awards website is [www.propertyawards.net](http://www.propertyawards.net)
* The Asia Pacific Award Winners will be announced on 28 May. Winners will be listed on the Awards website, with some choosing to be involved in online Red Carpet virtual presentations.
* The Awards are in their 28th year and cover over 45 different residential and commercial categories. Regional heats are staged for Arabia, Europe, Africa, Canada, Central & South America, the Caribbean, USA, UK and Asia Pacific. These will be celebrated at gala presentation events in Bangkok, London and Toronto during the course of the year.
* The top winners in each region will automatically be entered in to the overall international awards, culminating in a glittering awards ceremony at the end of the year.

We would appreciate information of any media coverage and contacts that you are able to generate.

**If you have any questions regarding press releases, please contact our PR department on +44 (0)1245 250981 or email pr@ipropertymedia.com**