



Retail Business Services

RBS Communications Earns Bell Ringer Award

June 24, 2021



You could say it was the sweet sound of success when the Retail Business Services communications team was recognized for outstanding communications during the COVID-19 pandemic at the 2021 Bell Ringer Awards.

Hosted and organized by the New England Publicity Club – an organization that celebrates Public Relations (PR) professionals and helps them grow their careers – the annual Bell Ringer Awards honor outstanding achievement in New England’s Public Relations and Marketing industry. Retail Business Services and partner March Communications were awarded a Bronze Bell in the Corporate Culture category for crisis communications during a global pandemic.

When businesses began to close their doors during the first wave of COVID-19, Retail Business Services knew it had to act quickly and decisively to not only keep associates safe, but also informed and engaged. The RBS Communications team quickly formulated a strategic communications plan to keep associates, leadership and key stakeholders up to speed on its pandemic response – including the ways we were taking care of each other and our communities during an unprecedented time. This included new resources for associates as well as communications to support the deployment of virtual work technologies, multiple all-virtual RBS Cares days of service, the launch of RBS Reads – a virtual lunchbreak for families to share childhood favorites – and much more.

The 2021 winners were announced during a virtual event hosted by the New England Publicity Club. You can learn more about the Bell Ringer Awards [here](#).