

**SUNNY SIDE UP wins the International Public Relations
Association's Golden World Awards 2023
for “Uber Eats Space Delivery” Campaign!**



WINNER



We are proud to announce that SUNNY SIDE UP was named the winner of the Consumer PR for an Existing Service - Agency category at the Golden World Awards 2023 held by the IPRA (International Public Relations Association) for the "Uber Eats Space Delivery" campaign by Uber Eats Japan.

In this project, Uber Eats appointed Yusaku Maezawa, the first Japanese civilian to travel and reside on the International Space Station (ISS), as a Special Delivery Partner. The news of delivering bonus foods to astronauts during their ISS stay was broadcasted worldwide through Uber Eats services in various countries, and it successfully became a topic of discussion in global media. Amidst the pandemic, which led to a significant increase in demand for online delivery services and consumers being confined to their homes, this unique and awe-inspiring initiative was recognized and awarded for bringing smiles to people all over the world.



■ About IPRA Golden World Awards 2023

The annual IPRA Golden World Awards (GWA) initiative, established in 1990, recognizes excellence in public relations practice worldwide in a variety of categories. GWA receives entries from all over the world and unique projects were chosen for top honors in the 37 various categories this year.