



## **Public Relations Boutiques International Adds Four More Firms in Key Markets**

New York, March 22, 2010 – The worldwide collaborative network of PR firms, [Public Relations Boutiques International™](#) (PRBI), continues to grow in key markets around the world. The organization announced it recently added four more member firms, expanding the roster to 29 agencies in 11 countries.

The new firms are:

- [Christian Alexander PR](#) (Nicosia, Cyprus)
- [Duo Public Relations](#) (Seattle, Washington)
- [VeR y Comunicar](#) (Buenos Aires, Argentina)
- [WordWrite](#) Communications (Pittsburgh, Pennsylvania)

“The day of the boutique firm has arrived, since even the largest companies now hire very small agencies for some of their PR work,” said PRBI president Lucy Siegel, CEO of Bridge Global Strategies in New York. “This has encouraged the flight of senior executives from large agencies – they want to get back to actually working with clients again and applying their skills and experience as entrepreneurs. But they miss camaraderie with colleagues who are not competitors, and they need a global network to serve their clients. PRBI offers both.”

Siegel added, “Our network of hand-picked colleagues in 29 cities around the world is hugely advantageous to the individual members as well as our many clients and we look forward to additional expansion in the coming year.”

The network is holding its third Annual General Meeting in Dublin, Ireland in April 2010 where the members from around the world will gather to exchange ideas and best practices with each other, attend a variety of seminars and elect a new board of directors.

### **About PR Boutiques International:**

Public Relations Boutiques International™ (PRBI) is an international network of boutique public relations firms. The principals of member firms are experienced practitioners who have held senior positions in large PR agencies and/or corporations but now put service first and work directly with clients. PRBI member firms excel in meeting a huge range of client needs in a large number of industries, including corporate public relations, consumer PR, health care PR, investor relations, crisis management, business-to-business PR, economic development PR, not-for-profit, academia, government, financial, technology, legal, multicultural and international PR and investor relations. Member practitioners have won the highest levels of professional awards, with qualifications ranging from PhDs to former top journalists. They also represent memberships in the most noteworthy international public relations and business associations. For more information, visit <http://www.prboutiques.com>.

-30-

For more information, please contact:

Ann Gallery

High View Communications

416-322-5897 x 222 / [agallery@highviewcommunications.com](mailto:agallery@highviewcommunications.com)