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Scott Public Relations Joins PR Boutiques International

Collaboration Offers Highly Specialized Experience in U.S. and International Markets

Los Angeles, Calif. (February 22, 2010)— [Scott Public Relations](http://www.scottpublicrelations.com), specialists in communications in health care, insurance, and technology, has joined [Public Relations Boutiques International](http://www.prbi.com) (PRBI), a worldwide collaborative network of boutique public relations firms. Through this association, Scott Public Relations is linked with a national and international group of highly experienced professionals who command a broad range of knowledge in industry sectors, practice skills, and specific geographic markets.

“PRBI members share the attributes that make [Scott Public Relations](http://www.scottpublicrelations.com) unique: deep experience, and a size and structure that guarantees all clients receive the strategic attention of senior practitioners,” said Joy Scott, president and CEO of [Scott Public Relations](http://www.scottpublicrelations.com). “With PRBI, we are even better equipped to serve clients with specialized needs, provide “on the ground” support in different geographic locations, and to support international companies expanding into U.S. markets.”

PRBI currently has 28 agencies in 10 countries in North and South America, Europe and Asia.

About Scott Public Relations

Scott Public Relations, based in Los Angeles, California, has served companies in healthcare, insurance and technology across the U.S. and abroad, with a full range of public relations services for 22 years. The company’s approach to public relations is characterized by account teams of senior level practitioners with in-depth experience in communications and the clients’ industries.

Through its Council of Experts, SPR brings senior level specialists to meet clients’ needs in complementary areas such as advertising, graphics, brand development and management, website development, market research, market planning, and international marketing. With these resources, the agency can develop and execute a comprehensive, integrated marketing program. For more information, visit www.scottpublicrelations.com.

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. 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>.

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