

O'Dwyer's Newsletter

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PRGN GROWS BY THREE

The Public Relations Global Network has added three agencies to its group of global PR firms.

Joining the ranks of PRGN are RumboCierto Communications, Chiele, Global Press of Portugal and Integrate Communications, Tokyo.

PRGN has also elected Landis Communications, San Francisco, founder David Landis as president of the network.

"These firms now offer our members an even broader geographical reach on behalf of our collective client base and we welcome them into the network," said Landis, who noted PRGN is thriving where other PR networks have struggled or, in the case of Pinnacle, gone out of business.

PRGN says it reaches 47 cities worldwide with the new additions.

RumboCierto focuses on public affairs and also handles corporate governance and financial communications.

Global Press handles corporate communications and media relations counsel. Integrate provides marketing communications counsel to consumer products, leisure and food clients.

In addition to Landis, PRGN named Uwe Schmidt, president of Germany's Industrie Contact, as president-elect of the group.