



**Public Relations Global Network**  
The World's Local Agency

## **Public Relations Global Network Announces New Affiliates in Detroit (USA) and Romania**

*Addition of Bianchi Public Relations and Free Communications Brings International Network's Reach to 49 Members*

**LONDON (Oct. 24, 2014)** – The Public Relations Global Network (PRGN) today announced the addition of two new agency affiliates from Detroit, Michigan (USA) and Romania, bringing its global reach to 49 cities worldwide. The induction into the organization was made during PRGN'S fall meeting in London, England. Joining PRGN are Bianchi Public Relations, Inc. from Detroit and Free Communication representing Romania.

“The addition of these two outstanding public relations firms to our network helps expand our footprint in Eastern Europe and the Midwest region of the United States,” said Uwe Schmidt, president of PRGN and owner of Industrie AG, the PRGN affiliate based in Hamburg, Germany. “PRGN’s collective client base is more geographically diverse than ever, so it’s important for us to continue expanding our network of agencies that can support our clients wherever and whenever they need us.”

The new member agencies are:

- Bianchi Public Relations, Inc.: Founded in 1992 in Troy, a suburb of Detroit, Bianchi Public Relations provides its clients with strategic communications counseling in two primary sectors: business to business, industrial/manufacturing and automotive. The firm, owned by Jim Bianchi, has worked with 13 of the top 100 North American automotive suppliers, including Freudenberg-NOK (a client since 1992), TRW Automotive, Johnson Controls Automotive (since 1994 and 1997, respectively) and Schaeffler Group USA (since 2008). The agency has core competencies in media relations, strategic planning, message development and corporate events/speaking engagement support.
- Free Communication: Founded as a specialized, independent PR agency in 2002, Free Communication provides strategic planning and counseling, media relations counsel and online communication/social media development to both private and public companies. The employee-owned agency led by Alexandra Dinita, Laurentiu Nita, and Nicoleta Matei, the firm’s portfolio includes clients in a variety of industry sectors, including healthcare and pharmaceuticals, insurance and financial, aviation and transportation, retail and real estate. Current clients include Panasonic, Sanofi, Mazda, Wizz Air and Lindab.

“The advantage of this network is its local reach in the marketplaces we serve. Each agency owner represents a community in which they’ve been living, working and managing a business in for many years,” said Schmidt. “Both of these agencies represent clients in the automotive and healthcare industries, which are important sectors for our network. We’re proud to welcome these firms into the organization.”

The PRGN partners meet twice a year in cities around the world. The next meeting will be held in April 2015 in Seattle, Washington. At each meeting, the firm's leadership discuss ways the network and its client base can collaborate in local markets around the world.

Agency members are independent, local, owner-operated public relations and communications agencies that share expertise and resources, while providing broad-based comprehensive communications strategies to clients worldwide.

If a PR agency is interested in joining the network, visit the PRGN website's [member recruitment](#) section for more information. If a company or organization is interested in the services of PRGN's local agency network, go to [www.PRGN.com](http://www.PRGN.com) for more information.

### **About Public Relations Global Network**

Clients across six continents depend on the combined resources of the Public Relations Global Network (PRGN) to deliver targeted public relations campaigns in markets around the world. With revenues of more than \$110 million (U.S.D.), PRGN is one of the world's largest international public relations networks. PRGN harnesses the resources of 49 independent public relations firms and more than 800 communications professionals to connect international companies and organizations with individual and culturally diverse markets globally. Visit PRGN online at [www.prgn.com](http://www.prgn.com) or on twitter at [@PRGN](#).

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