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PRGN

Celebrating **25 years** as
the World's Local Agency

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LCI and Public Relations Global Network (PRGN) Now 50 Members Strong

New Agencies Added in North Carolina and Austria

Group elects Christina Rytter as president during bi-annual meeting; a powerful, new PRGN.com strengthens search functionality for prospects and offers new tools for PR professionals

SAN FRANCISCO (May 10, 2017) – What better way to celebrate your 25th birthday than with 50 of your best friends? [Landis Communications \(LCI\)](#) and the [Public Relations Global Network \(PRGN\)](#) today announced the addition of two new communications agency affiliates to one of the world’s largest PR agency networks. These firms – [S&A Communications](#) and [asoluto](#) – joined PRGN during the consortium’s recent bi-annual meeting in Dallas, Texas. The group also unveiled a new PRGN website, which incorporates powerful search functionality to help companies find the right expertise in the right location around the globe. The new prgn.com also is a new resource for PR professionals searching for tools and templates, including press releases or plans, while serving as one of the first-ever international job search banks for the profession.



David Landis, president and CEO of Landis Communications Inc. (LCI)

“Our ability to harness the power of more than four dozen independent agencies worldwide allows us to serve clients whenever and wherever they need us,” said David Landis, president and CEO of Landis Communications Inc. “Given our location in the tech-heavy San Francisco/Silicon Valley region, we regularly provide communications expertise to companies from across North America, Europe, Asia and beyond. Through the PRGN network, we can accommodate the needs of global brands seeking a footprint in the U.S. or looking to expand overseas.”



Christina Rytter, founder of Copenhagen, Denmark-based Scandinavian Communications and president of PRGN

During the Dallas meeting, PRGN members elected Christina Rytter, managing director and founder of Copenhagen, Denmark-based [Scandinavian Communications](#) as its new president. Rytter, who replaces Evelyn Holtzhausen, founder and director of South Africa-based [HWB Communications](#), leads the worldwide network of 50 independently owned firms for the next 12 months. Founded in 1992 by a group of visionary public relations leaders, PRGN is planning a celebration for its 25th anniversary later this year. With more than \$101 million in revenues and 900 professionals in 50 locations, PRGN is one of the world’s largest international public relations networks.

“As we celebrate 25 years of service to our clients around the world, we’re thrilled to reach the 50-member mark for the organization,” said Rytter. “The addition of a multi-disciplinary firm in Austria further strengthens our impact across the European Union, while our expansion in the southern US increases our capabilities in such key practice areas as technology, health care and government relations.

PRGN's new agencies are:

- **S&A Communications:** Founded in 1982, this North Carolina-based firm is an integrated marketing brand that grew from deep-seated PR roots. For more than 35 years, it has evolved into a team of strategic marketing professionals whose driving goal is to help clients outthink, outwork and outperform their competition. S&A's nationwide client base looks to them for public relations, marketing, digital, creative, photography, event planning and custom-publishing services. S&A's executive leadership team includes Chuck Norman, APR, owner and principal; Bill Zadeits, owner and principal; and Ron Smith, APR, founder and owner.
- **asoluto:** The Vienna, Austria-based agency is among the country's biggest PR and communications organizations. Founded in 2011 by the merger of two long-established firms, asoluto combines traditional PR with integrated digital services, including social media campaigns and web project development under one brand. The team of 20 specialists works for both local and international clients, representing such brands as AEG, Roche, paysafecard and QuintilesIMS. asoluto earned a national award nomination for its non-smoker protection communications campaign, "DON'T SMOKE," which ultimately led to the passing of new legislation in Austria. asoluto is led by managing partners Robert Bauer, Brigitte Mühlbauer, Andreas Freitag, Béatrice Verdino and Martin Verdino.



The New PRGN.com

PRGN's enhanced website represents a significant milestone for the global network. A complete redesign of the site now allows businesses and corporations worldwide to more easily research and connect with the communications partners that fit their needs.

"The new, search friendly PRGN.com gives prospective clients one-stop access to a curated suite of PR services. Also, it serves as a common conversation point for member agencies to interact with each other and build business together," said Landis. "For those on the outside, it's a new resource that anyone can use, including those hunting for a job in one of our 50 markets."

PRGN partners meet twice a year in cities around the world. The next meeting will be held in October 2017 in Kyoto, Japan. At each meeting, the group's leadership teams discuss best practices and find new ways to collaborate and develop business partnerships globally. Agency members are independent, local, owner-operated public relations and marketing communications firms that share expertise and resources, while providing broad-based comprehensive communications strategies to clients worldwide. Companies or organizations interested in the services of PRGN's local agency network can visit www.prgn.com for more information.



Members of the Public Relations Global Network (PRGN) recently convened in Dallas, Texas.

Independent agencies interested in joining the network can visit the [member recruitment](#) section of the PRGN website for more information or email its membership chair, Layth Dajani, founder of [The Content Factory](#) at layth@tcf-me.com.

About Landis Communications, Inc. (LCI)

Landis Communications Inc. (LCI) began in the San Francisco bedroom of founder David Landis' home in 1990. The agency's original 3 clients were: PIER 39, the San Francisco Symphony and KPIX TV (CBS). Now celebrating more than 25 years in business, LCI is an award-winning, full-service marketing communications, public relations, digital and social media agency that offers a unique mix of expertise in corporate, consumer, technology, B2B and nonprofit public relations, marketing communications, digital/social media, content marketing, community relations and crisis communications. Ragan's Ace Awards named LCI America's #1 Small PR

Firm and #1 Healthcare PR Firm. With a team of 20, LCI provides strategic, creative and results-driven public relations, marketing, social media and digital strategies to clients in a variety of industries. LCI's trademarked **Promised Results**® PR program delivers tangible ROI metrics that help businesses grow. LCI also is the San Francisco/Silicon Valley member agency of the [Public Relations Global Network \(www.prgn.com\)](#), with 50 agency affiliates worldwide. For further information about LCI, please visit www.landispr.com.

About Public Relations Global Network (PRGN)

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 \$101 million (US), PRGN is one of the world's largest international public relations networks. PRGN harnesses the resources of 50 independent public relations firms and more than 900 communications professionals to connect international companies and organizations with individual and culturally diverse markets globally. Visit PRGN online at www.prgn.com or on twitter at [@PRGN](https://twitter.com/PRGN).

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Media, please note: for hi-res images or to schedule an interview with David Landis, please contact David Cumpston at cumpston@landispr.com or call (415) 359-2316.