

San Francisco-based Landis Communications Inc. (LCI) Expands California Presence:

Los Angeles-based The Hoyt Organization Joins Public Relations Global Network (PRGN)

SAN FRANCISCO (Nov. 10, 2015) – San Francisco-based [Landis Communications Inc.](#) (LCI) and the [Public Relations Global Network \(PRGN\)](#) today announced Los Angeles-based full-service communications agency The Hoyt Organization, Inc. as its newest affiliate. As the 46th member of PRGN, [The Hoyt Organization](#) (THO) allows LCI to expand its statewide reach, offering more extensive in-market reach in Southern California. THO joined the network during PRGN's twice-yearly meeting, which just concluded in Dubai.

"The addition of such a well-respected communications agency in Southern California as The Hoyt Organization allows LCI to offer clients better on-the-ground service statewide throughout California," said David Landis, president and CEO of LCI. "Leeza Hoyt and her team have a successful track record of more than 25 years in California and LCI has been based in San Francisco for 25 years. THO offers complementary services to LCI and can help our agency especially in the industry sectors of real estate, healthcare, financial services, architecture/design and hospitality. We look forward to leveraging the strengths from both agencies to help grow and expand our collective presence across the state."

"The pleasure of adding an agency in America's second largest market is vital to the growth of our agency network," said Ed Stevens, APR-M, president of PRGN and owner of [Stevens Strategic Communications](#), the PRGN affiliate based in Cleveland, Ohio. "After an extensive selection process, we determined that The Hoyt Organization (THO) embodies the values and best practices of this elite network of local firms, located in major markets around the globe."

Founded in 1986, The Hoyt Organization (www.hoytorg.com) is a full-service strategic communications agency based in Torrance, Calif. The firm specializes in developing communications and PR programs for business to business and business to consumer-based companies that focus on the real estate, financial and professional services, retail, legal, technology and healthcare industries. The Hoyt Organization has created and executed programs encompassing all phases of PR, including communications, corporate image enhancement, media relations and digital and earned media services. Current clients include Auction.com, Sotheby's International Realty, USC Lusk Center for Real Estate, Westwood Financial Corp., Genton Property Group for the Four Seasons Private Residence, Los Angeles, among others.

"Part of THO's strategic plan is to grow both in California and worldwide. California is the world's 8th largest economy and today's business climate is global. It's critical that we be able to serve companies in that capacity," said Leeza Hoyt, APR, founder and CEO of The Hoyt Organization. "Affiliating with LCI and PRGN is a logical extension of our ongoing efforts to grow our business in California, around the country and worldwide. It



From L to R: Leeza Hoyt, The Hoyt Organization; Ed Stevens, Stevens Strategic Communications (and PRGN President); Kent Barrett, The Hoyt Organization; David Landis, Landis Communications, Inc.



extends THO's reach into the world's most significant global marketplaces, where we now have the ability to provide on-the-ground coverage."

PRGN partners meet twice a year in cities around the world. The next meeting will be held in April 2016 in Washington, D.C. At each meeting, the firm's members 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 company or organization is interested in the services of PRGN's local agency network, go to www.PRGN.com for more information.

PRGN is actively recruiting PR members in China, Africa, Belgium and New York. If a PR agency is interested in joining the network, visit the PRGN website's [member recruitment](#) section for more information or email its membership chair, C.L. Conroy, at CL@conroymartinez.com.

About Landis Communications Inc. (LCI)

Winner of two national Bulldog Awards and called "the San Francisco Bay Area's marketing & communications experts," **Landis Communications Inc. (LCI)** provides strategic communications, digital, integrated marketing, social media, media training, video production and overall public relations services and counsel to help businesses grow and stand out. Celebrating 25 years, LCI is based in San Francisco and represents leading national consumer, technology, healthcare, real estate, financial services, retail and business-to-business clients. With its trademarked **Promised Results®** program, LCI delivers the **right** results that promote clients' success to achieve their goals. This year, TopPRAgencies.com named LCI the 3rd best social media agency in the country. LCI has launched **Giant Step Digital**, a national digital marketing brand in partnership with **The Castle Group** in Boston. LCI is the San Francisco member agency of Public Relations Global Network (PRGN) (www.prgn.com), with 46 offices worldwide; David Landis is a Past President of PRGN. Follow LCI on [Facebook](#), [Twitter](#), [LinkedIn](#), [YouTube](#), [Pinterest](#) and [Google Plus](#). For further information about LCI, please call: (415) 561.0888 or visit www.landispr.com.



About The Hoyt Organization (THO)

Based in Los Angeles, The Hoyt Organization is a full-service integrated communications agency serving real estate, financial services, educational institutions, healthcare foundations and technology-based firms. Founded in 1986 by Leeza Hoyt (APR) the hands-on leader of the firm, THO has unparalleled success in establishing clients as national industry thought leaders that drive their market. Ranked as one of the top 25 agencies in Los Angeles by the *Los Angeles Business Journal*, THO is the winner of more than 100 industry awards. By thoroughly understanding the needs and the industry, THO designs and implements programs that support business goals to give clients the best ROI available. For further information, please visit THO online at: www.hoytorg.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 \$110 million (U.S.D.), PRGN is one of the world's largest international public relations networks. PRGN harnesses the resources of nearly 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.