



NEWS

PR Boutiques International Reveals New Look, Expands Global Reach

Doubling membership, PRBI launches efficient new website and logo

New York, Oct. 14, 2009 – [Public Relations Boutiques International](#)[™] (PRBI) unveiled a new web site and logo today that reflect the rapid growth of the organization as well as its global expansion.

PRBI's new site features an interactive map where visitors may easily and dynamically access information about the organization's members. Firms hail from all around the world including Europe, Asia, North America and South America. The new logo conveys the sophistication, reach and power of boutique agencies sharing resources and best practices.

Membership has grown from 12 to 29 agencies in less than two years. "Our new website is easier to navigate, and is a useful tool to reach both prospective members in areas where we are not yet represented and also potential clients," said Lucy Siegel, president, PRBI (and president/CEO, [Bridge Global Strategies LLC](#) in New York.).

The new site was developed by [RM Corporate Communication](#) in England. The logo was designed by [Alchemy PR & Marketing](#) in Phoenix, Ariz. "Our members are pleased with the elegance of both the web site and the logo," Siegel commented. "We hope the site will draw a multitude of visitors and help us increase the visibility of our organization."

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>

-