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Perry opens new public relations firm

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Veteran New England public relations strategist Gregg Perry has established The Perry Group, LLC, a full-service strategic communications firm that specializes in enhancing and protecting the reputations of organizations both large and small.

Â Technology has changed the rules of communications and today's minute-by-minute news cycle requires a different approach to public relations. The Perry Group helps organizations proactively reinforce and communicate their core values before someone else defines their issue and affects their brand or reputation.

Â The Perry Group has assembled a team of highly experienced independent communicators from across the country -- a team with diverse backgrounds in media relations, journalism, the law, politics, marketing, branding and creative arts.Â By bringing together a group of professionals from varied disciplines, we are able to quickly assess an organization's reputation and communications needs from multiple perspectives and offer creative solutions that deliver targeted, meaningful results.

Â To learn more about The Perry Group visit www.perrypublicrelations.com.

New England Real Estate Journal - 17 Accord Park Drive #207, Norwell MA 02061 - (781) 878-4540