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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.

“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.

“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.” 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.

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

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