

Global PR Agency Network Launched

-- Merger of Two Legacy Networks Announced --

NEW YORK, June 12, 2012 /[PRNewswire](#)/ -- The merger of two international networks of public relations agencies concluded successfully today with the announcement of the formation of PR World Alliance (PRWA). The new network comprises 17 members in 13 countries. Members are independent, owner-led firms with a strong track record of client service excellence in their respective nations.

Merger details were finalized at a joint conference convened in Stockholm, Sweden earlier this month. ECP Global Communications, founded in 1988, and IPAN (International Public Relations Agency Network) founded in 1991 began merger discussions in earnest at a meeting in Dubrovnik, Croatia in May 2011. A new name was adopted later that year at a general assembly in Washington, D.C. In the remaining months leading up to the final vote, operational details were resolved and members of each network adopted the recommendation to unify under the new banner.

"In merging two highly successful and thriving international networks, we strengthen our member companies' competitive edge in their respective markets, but also offer an attractive and economical alternative to global communications holding companies whose allegiance is first and foremost to their shareholders rather than to clients," said Peter V. Stanton, chair of the new network and CEO of Stanton Communications in the United States. "PR World Alliance can deliver a high level of service provided by senior professionals dedicated to helping clients achieve their business objectives," Stanton concluded.

PR World Alliance encompasses public relations companies in North America and Europe, with joint venture partners and associates in Asia, Africa, and South America. The network will continue to seek new members as it grows beyond its initial launch.

"The new organization gives us enhanced power and capability to help our clients reach key audiences wherever they may be," explained Henry Feintuch, president of New York-based Feintuch Communications, a director and one of the founders of the new organization. "We are also creating a network that can help our local clients enter new markets with support from established and trusted resources," Mr. Feintuch said.

In conjunction with final merger considerations, PR World Alliance convened a panel of communication directors from global corporations – SSAB, Husqvarna, Visit Sweden and NasdaqOMX – to discuss the communication challenges and demands they are facing today, specifically with global economical turbulence, cultural differences, social media impact, sustainability issues and corporate cultures. PRWA will continue to build its dialogue with corporate communication leaders to ensure the services and resources offered by the network are reflective of client requirements and needs.

About PRWA

PR World Alliance is an international network of premier independent communication consultancies. Partners are carefully selected and are established, respected and accomplished firms with a solid reputation for producing superior results for clients. PR World Alliance provides clients with an extensive depth of knowledge in individual countries as well as a solid understanding of the dynamic multi-national marketplace. The network offers strategic communication, public relations and public affairs counsel, product promotion and introduction, social media programs and more. For more information, visit www.prworldalliance.com.

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