

CITIZEN RELATIONS LAUNCHES TODAY

Optimum and its sister agencies joined force for a Global Offering

Montreal, October 19, 2011 – Leading PR agencies from four continents today joined forces to create a new global PR agency brand: Citizen Relations. This new agency has a full-service offering and an existing international client base, being served both regionally and globally.

In Quebec, Citoyen Optimum enjoys the unique strength of its international network, all the while maintaining a sensibility that's in line with the realities and issues in Québec. Each Citizen Relations agency continues to conduct activities in its region, serving both local and international clients. "The formalization of our network is a great opportunity for development—not only for us, but also for our clients, to whom we can now provide a consolidated international offer," added Vice-President and General Manager of Citoyen Optimum in Québec.

Citizen Relations formally bonds Optimum from Canada, PainePR from the U.S. and Band & Brown and Brando from the U.K. and is further supported by strategic alliances in Asia Pacific, Latin America and India. After more than five years of collaboration, today's launch is a significant milestone, unifying more than 200 practitioners and hundreds of affiliated experts under the power of one agency brand.

"Citizen Relations reflects the democratization of communication and the changing landscape of how people receive and share information, fuelled by deep insight-led understanding of people, their cares and influences," said Daryl McCullough, chairman of Citizen Relations.

The four founding agencies are all members of the Canadian EDC Communications group of companies which also includes Dare and Elvis. Locally, these agencies will be known as Citizen Paine in the U.S., Citizen Brando in the U.K. and Citizen Optimum in Canada; they will be grouped under the Citizen Relations brand globally. SPRG, Jeffrey Group and Creative Crest are strategic partners of Citizen Relations in Asia, Latin America and India, respectively.

"Citizen Relations is not another loose agency network," said McCullough. "Our lead partners have common ownership, and we've created an innovative global collaboration model that provides focused resources, innovative organizational model, and fresh insight-based thinking that the PR market and global clients need to meet complex communications challenges today and tomorrow."

The Citizen Relations global PR credentials are not new, as the teams are already providing a variety of global and regional strategy, creative and execution to international blue-chip clients and brands.

About Citoyen Optimum (www.citoyenoptimum.com)

Citoyen Optimum is an integrated part of Citizen Relations, an international public relations agency. Founded in 1980, as Optimum Public Relations, it is one of the largest public relations firms in Canada and the third largest in Québec, and includes more than 75 employees in its Montreal, Québec City, Toronto, and Vancouver offices. It offers a complete range of services in public affairs, marketing public relations and social media. Among the clients that have the utmost confidence in their services are multinationals, large-scale Canadian private companies from several sectors, as well as public and semipublic organizations. Citoyen Optimum is a special partner of the Cossette marketing communications agency.

About Citizen Relations (www.citizenrelations.com)

Formed by uniting four Vision 7 International PR agencies renowned in North America and Europe, Citizen Relations represents the merger of Optimum in Canada, PainePR in the U.S., and Band & Brown and Brando in the U.K. It includes nearly 200 professionals in eight cities and hundreds of strategic resources in more than 60 cities across the world, which enables it to deliver large-scale campaigns, not only on a worldwide level, but on a regional and local scale, as well. Citizen Relations' unique vision is based on collaboration, imagination, agility and boldness, to meet the new realities of the digital age. Citizen Relations is a member of the EDC Communications group; EDC is an operating group within the holding company Vision7 International.

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Information

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