



PRESS RELEASE

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For Immediate Release

studio b public relations announces strategic partnership with Pride Public Relations

*Agency to work closely with PRIDE's newly formed Green Division
Green Division focuses on green outreach in communities of color*

Charlotte, NC – April 19, 2010 ---- studio b public relations, a socially conscious, niche public relations firm, is partnering with PRIDE Public Relations' (Pride PR) Green Division to implement public relations and grassroots marketing campaigns that focus on environmental sustainability and corporate social responsibility.

The firm's Green Division's leadership team, which consists of Dee Dixon, Nepherterra Estrada and Brandi Williams, APR, has 10 years of collective experience developing and implementing public relations campaigns that educate and engage local communities about the benefits of going green.

"I wanted to leverage my years of experience working in the solid waste industry in a way that would benefit the community," said Brandi Williams, APR, principal of studio b public relations. "Our firm is committed to providing the community, particularly disadvantaged and communities of color, with information that will help them succeed in life. Going green is a way of life now and many times communities of color are late adapters. We – studio b and Pride PR – want to change that. Individually we have been educating communities of color on going green long before going green was the IT thing to do. Together we will be able to do it on a larger scale. I am excited to work with Pride PR on this project."

"Pride PR's green division has a unique understanding of the economic and environmental benefits of going green and has the ability to effectively communicate those benefits to communities of color," explained Dee Dixon, co-owner of Pride Public Relations.

The partnership between the agencies will allow them to collectively market their collective experience and results-oriented campaigns through Pride's Green Division. Separately the group has successfully implemented green outreach initiatives and marketing campaigns on behalf of local communities, trade organizations and government agencies including the City of Charlotte's *Meta Un Gool Reciclando* campaign, the City of Milwaukee's *Recycle for Good* neighborhood campaign and Pride Magazine's new green initiative.

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“We are extremely excited about launching our new Green Division and with Earth Day on the horizon, we feel the timing is perfect,” said Nepherterra Estrada, co-owner of Pride Public Relations. “We are passionate about environmental sustainability and educating our clients and audiences of color about the importance of going green.”

The agency’s Green Division is equipped to work with corporations, local governments, elected officials, recycling coordinators, solid waste industry professionals, waste haulers and others in an effort to evaluate the goals and objectives of their green practices, develop strategic communication programs that meet established goals, train solid waste and PR professionals on creating public relations and marketing programs to engage minority communities on going green, and objectives, and create compelling, engaging and informative grassroots marketing programs that resonate with multi-cultural audiences.

The partnership will be marketed through Pride Public Relations. To view case studies for the Green Division, please visit www.pridepr.net/green. [Learn more about our capabilities](#).

About studio b public relations

A socially conscious, niche public relations firm that uses industry-specific knowledge, research and gut instinct to strategically position our clients to meet set business goals while simultaneously helping them positively impact the communities they service. At studio b, we believe being profitable and having a positive impact on the world are not mutually exclusive. This philosophy is at the core of our business. It is what drives us to only seek relationships with individuals, corporations and organizations that demonstrate a commitment to enriching lives.

About Pride Communications

Pride Communications produces Pride Magazine, a bi-monthly publication targeting the needs and interests of Charlotte’s African American community that has been in the community for 17 years. Pride Public Relations provides marketing and communications services. In addition, Pride provides event management services and produces the Sunset Jazz Series and the Pride Awards Gala, two of Charlotte’s high profile events promoting diversity, cultural awareness and financial support for worthy causes. For more information about Pride Communications please visit www.pridecommunicationsinc.net. Pride Public Relations is a certified Small Business Enterprise with the City of Charlotte and a member of Carolinas Minority Supplier Development Council, as well as a HUB vendor with the State of North Carolina.

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