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## NEW PUBLIC RELATIONS ENTITY OFFERS 'A-TEAM' EXPERTS

FAIRIFIELD, Conn., April 20, 2009- PR Synergy Plus, [www.prsynergyplus.com](http://www.prsynergyplus.com) comprised of five PR veterans, is a new cost-effective option for mid-size and large companies. The entity offers top talent for premium brand consumer products, finance, healthcare, real estate, green, government, energy, technology, food and beverage, arts and community clients.

"The economy has created a unique opportunity for companies to dramatically increase market share as the recovery takes hold," said Deborah Burns, founder of PR Synergy Plus and an expert in premium brand and financial services PR. "Our clients reap maximum results from their promotional budgets because they only work with 'A team' professionals who draw on their cross-industry experience."

Clients can work with PR Synergy Plus members one-on-one, as a small team, or when projects demand, as a scaled up full-service virtual agency. Each member collaborates on a client-by-client basis, yet each team member's company operates independently.

Burns founded PR Synergy Plus to expand the offering for existing clients and provide new clients with cost-competitive senior level experience. "Our group has met monthly over the past two years to share best practices; each PR Synergy Plus member was selected based on their strong reputation, specific expertise, integrity, and personal chemistry," Burns said.

Victor Emmanuel of Port Chester, N.Y. said, "My experience spans more than three decades of working with PR agencies and clients on financial, real estate, energy, and government business. Providing clients with access to our senior, results-driven PR experts adds significant value."

Nancy Moon, a Fairfield, Conn., and New York City-based PR expert added, "My premium brand consumer products, green, entertainment, lifestyle and non-profit clients can now tap into a braintrust of experts who will help accelerate their business."

According to Jenifer Howard, a food and beverage, arts and community PR expert based in Greenwich, Conn., "Our unique approach and expanded capabilities offer clients more flexibility and quickly meet additional needs as they arise."

"With my healthcare expertise, we offer a creative offering to the health and wellness industries that helps consumers take a more proactive role in their healthcare," said Norwalk, Conn., based healthcare marketing and PR expert, Kelley Connors, MPH.

PR Synergy Plus is a PR collaborative comprised of members Deborah Burns, Victor Emmanuel, Nancy Moon, Jenifer Howard, and Kelley Connors. For more information, visit [www.prsynergyplus.com](http://www.prsynergyplus.com).

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