



**PUBLIC RELATIONS
DIGITAL/SOCIAL MEDIA
EVENTS**

The Castle Group and WriteBoston Named a Top 2017 Partnership of the Region by *Boston Business Journal*

Boston, Mass., September 7, 2017 – The Castle Group and WriteBoston have been named one of the top corporate-nonprofit partnerships of 2017 by the *Boston Business Journal*. Each year the *BBJ* honors top corporate contributors and nonprofits who work together to create an immediate and lasting impact on the region.

“Our work with WriteBoston is a natural extension of the type of work we do on a daily basis for clients around the country. With all the demands on the school system, it’s important for us to help students focus on what many—myself included—consider a dying art: powerful and accurate writing,” said Sandy Lish, Castle co-founder and principal.

“It’s an honor to support student achievement and amplify opportunities for future communicators and writers. Our goal is to create lasting lessons that will follow the students from their school careers into their professional careers,” added Wendy Spivak, Castle co-founder and principal.

Castle is one of only five companies, and the only small business, to receive this prestigious award at the *Boston Business Journal’s* Annual Corporate Citizenship event on September 7th at Fenway Park.

“We are once again extremely excited to be able to recognize these impactful connections made between our leading businesses and nonprofits,” said Carolyn M. Jones, *Boston Business Journal* market president and publisher. “This year’s Corporate Citizenship Awards program at Fenway Park promises to be an exciting and lively program starting with an evening reception and recognition ceremony of the record number 94 companies that qualified for the *BBJ’s* list of the largest corporate contributors in Massachusetts.”

Castle began working with WriteBoston last summer as part of its 20th anniversary initiatives. Students from WriteBoston’s Summer Journalism Institute visited Castle’s offices and shadowed employees to explore how reporting skills translate in the wider workplace. Teens were paired with employee mentors to craft personal “elevator speeches” and practice networking. Students then interviewed Castle professionals about their career paths and drafted feature articles based on the interviews. After providing feedback and editing, Castle mentors showed students how to convert their feature articles into press releases and content for social media. As a parting gift, each student received a copy of the AP Style Book. The partnership with WriteBoston continued throughout the academic year as well. Castle hosted a hands-on session during which they helped the students edit their newspaper, *Teens in Print*.

“Connecting with professionals has a profound and lasting effect on teens,” said Sarah Poulter, executive director of WriteBoston. “It’s a tremendous benefit for our students to spend time with Castle employees,

as they learn first-hand the importance of writing and communication to the exchange of information and ideas.”

About The Castle Group

The Castle Group leverages its Boston connections and global reach to create communications strategies that deliver business results, with an emphasis on PR, events management, crisis communications and digital. With a client roster that includes Fortune 500, high-growth start-ups, privately held, higher education and health care clients, Castle is supremely skilled at navigating complex organizations and surfacing unique ways to powerfully deliver clients’ messages. A certified women-owned business, the firm is a member of the Public Relations Global Network, 50 exclusively selected affiliates representing the world’s major media markets. Castle, its leadership and teams have won numerous industry, civic and professional awards, are devoted corporate citizens, and pride themselves on infusing an entrepreneurial spirit and scrappy attitude into every endeavor. Based in Boston, Castle recently opened offices in Atlanta and Maui. The Castle Group was named Public Relations Agency of the Year in Canada and the U.S.A. by the 2017 International Stevie Awards. For the fourth time and second year in a row, The Castle Group was named a best place to work by the *Boston Business Journal*. Find Castle, its clients and their programs online, in person, in their communities and around the world. For more information, visit www.thecastlegrp.com.

About WriteBoston

WriteBoston promotes deep learning through writing. Founded in 2002, WriteBoston provides customized professional development, student writing centers, and afterschool and summer journalism programming for young people. WriteBoston publishes Teens in Print, Boston’s only citywide teen newspaper. The newspaper is written exclusively by Boston teens and published through an in-kind partnership with The Boston Globe, as well as online at bostontip.com. The newspaper has published 50+ issues and featured articles from more than 1,250 students. Any teen living in Boston is welcome to join the afterschool program. WriteBoston helps to create writers—thinkers, communicators, problem solvers. WriteBoston has supported over 15,000 teachers and students in Boston and surrounding urban districts. Additional information is available at www.WriteBoston.org.

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