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EVENTS



PRGN

The World's Local Agency

## The Castle Group and Public Relations Global Network (PRGN) Members Elect C.L. Conroy as President of Network

*News literacy and #metoo among larger issues discussed by global PR professionals*

**Boston, Massachusetts** (May 29, 2018) – The Castle Group and the [Public Relations Global Network \(PRGN\)](#) announced today the slate of new officers for one of the world's largest PR agency networks. The appointments were announced during the consortium's recent bi-annual meeting in Toronto, Canada. The three-day event, where the group's leadership teams discuss best practices and find new ways to collaborate and develop business partnerships globally, included key break-out sessions on the #metoo movement, promoting news literacy in the age of fake news and creating a safe workplace for employees.

At the Toronto meeting, attended by members from more than 31 regions from around the globe, PRGN members elected C.L. Conroy, president and CEO of Miami, Florida-based [The Conroy Martinez Group](#) as its 26<sup>th</sup> president to lead the worldwide network of 51 independently owned firms for the next 12 months. Christina Rytter, managing director and founder of Copenhagen, Denmark-based [Scandinavian Communications](#), assumes the role of immediate past president and chair of the Advisory Board. Other officers named include: President-elect Aaron Blank, president/CEO of Seattle-based [The Fearey Group](#), Secretary Leeza Hoyt, president of Los Angeles-based [The Hoyt Organization](#) and Sean Dowdall, General Manager and Chief Marketing Officer of San Francisco-based [Landis Communications, Inc.](#), who will serve as Treasurer.

"With 51 agencies on six continents, the network is as strong as ever," said Conroy. "We are excited to offer multi-disciplinary firms in practically every corner of the world helping our clients have a global footprint where ever they need it."

Founded in 1990 by a group of visionary public relations leaders, with more than \$101 million in revenues and approximately 1,000 professionals in 51 locations, PRGN is one of the world's largest international public relations networks.

"The Castle Group has been a proud PRGN member for many years," said Sandy Lish, Principal/Founder of The Castle Group. "Our partner agencies meet twice a year at our conferences. We have close, personal relationships with our 50 independent agency partners around the world that allows us to serve clients with industry expertise and local market insight."

PRGN partners meet twice a year in cities around the world. The next meeting will be held in October 2018 in Bucharest, Romania. Agency members are independent, local, owner-operated public relations and marketing communications firms that share expertise and resources, while providing broad-based comprehensive communications strategies to clients worldwide. Companies or organizations interested in the services of PRGN's local agency network can visit [www.prgn.com](http://www.prgn.com) for more information.

Independent agencies interested in joining the network can visit the [member recruitment](#) section of the PRGN website for more information or email its membership chair, Lynn Erasmus, General Manager, HWB Communications at [info@hwb.co.za](mailto:info@hwb.co.za).

**[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, 51 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 has offices in Atlanta and Maui. For the third 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 [thecastlegrp.com](http://thecastlegrp.com).

**About Public Relations Global Network (PRGN)**

Clients across six continents depend on the combined resources of the Public Relations Global Network (PRGN) to deliver targeted public relations campaigns in markets around the world. With revenues of more than \$101 million (US), PRGN is one of the world's largest international public relations networks. PRGN harnesses the resources of 51 independent public relations firms and more than 1,000 communications professionals to connect international companies and organizations with individual and culturally diverse markets globally. Visit PRGN online at [www.prgn.com](http://www.prgn.com) or on twitter at [@PRGN](https://twitter.com/PRGN).

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