



## HMA PUBLIC RELATIONS

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# NEWS

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### **NEW INTERNATIONAL MEMBERS NAMED TO PUBLIC RELATIONS GLOBAL NETWORK**

Phoenix-headquartered HMA Public Relations, a founding member of the Public Relations Global Network (PRGN), an international alliance of the world's leading independent public relations firms, has further strengthened its global presence with the addition of new affiliates in London and Washington, D.C. The new members are The SPA Way in London and Xenophon Strategies in Washington.

The continued addition of network affiliate agencies, both nationally and internationally, gives HMA Public Relations added geographic reach and senior counsel in 25 of the world's top 31-ranked countries. The SPA Way and Xenophon Strategies were voted into the PRGN during the network's semi-annual meeting in Boston.

"It is always humbling to be associated with such professionals on an international level," said Scott Hanson, president of HMA Public Relations. "Having such a tremendous resource behind us helps set us apart from others in the market."

"We are finding that more clients today are looking for independent agencies offering on-the-ground strength in major markets across the globe – and we think we're in a unique situation to be able to offer that."

Clients of PRGN agencies include well-established regional, national and international companies and organizations. Clients of the network agencies benefit from shared expertise such as specialization in Hispanic culture and high-tech communications. They also benefit from the ability to access full-service, high-quality communications counsel in major markets worldwide.

HMA Public Relations is a full-service marketing communications agency whose experience encompasses work in the traditional marketing communications disciplines including public relations, media relations, marketing communications, issues management, community relations and special events. Located at 3610 N. 44<sup>th</sup> St., Suite 110 in Phoenix, HMA Public Relations can be reached at (602) 957-8881. Its web address is [www.hmapr.com](http://www.hmapr.com).

Formed in 1992, PRGN currently has member agencies in countries across North America, South America, Europe, Australia, Asia and Africa. Agency members are independent, owner-operated public relations and communications agencies sharing expertise and resources. More information on PRGN can be found at [www.prgn.com](http://www.prgn.com).

