



Integrated Design Group Hires Rhino PR For Comprehensive Public Relations Program

Firm seeks communications expertise to help boost visibility, reach potential clients

SOUTH HAMILTON, Mass. –April 27, 2011– – Rhino Public Relations, a specialty public relations agency, announced today that Integrated Design Group of Boston has chosen Rhino PR to provide a comprehensive public relations program. Integrated Design Group is an architectural, engineering and planning firm focused on the design of data centers.

Rhino PR will develop and implement a comprehensive communications plan for Integrated Design Group that helps bolster and support their business goals and objectives. Drawing upon past experience in the architecture, engineering and technology industries, Rhino PR will work with Integrated Design Group to tailor its communications program to reach those involved in the planning, design and building of data centers, and to increase its visibility among clients in this field.

“We are thrilled to be working with such a leader in data center design,” said Susan Shelby, CPSM, principal of Rhino Public Relations. “Data centers are a critical aspect of many organizations, and they can be complicated and costly to build and maintain. Integrated Design Group’s approach brings together architects and engineers at the beginning of the planning process to create facilities to house and run these critical applications unique to the client’s needs. With experience in each aspect of Integrated Design Group’s business model, we are uniquely suited to help develop strategies to support a common goal.”

In addition to its traditional public relations campaign, Rhino PR will assist Integrated Design Group with the annual [21st Century Data Center Symposium](#), to be held in Dallas, Texas in May, as well as planning for an Open House at its new Federal Street location.

About Rhino Public Relations:

Rhino Public Relations is a specialty public relations practice focusing on the unique PR needs of architectural, engineering, construction (A/E/C) and related firms. Founded by Principal Susan Shelby, CPSM, Rhino PR is based in South Hamilton, Mass. and has ongoing engagements with companies such as Acentech, GEI Consultants, HMFH Architects, Margulies Perruzzi Architects, and Payette. For more information, please visit www.rhinopr.com.

About Integrated Design Group, Inc.

Integrated Design Group, Inc. was established in 2003 to meet the increasingly sophisticated needs of business, education, and research institutions by providing a unique combination of architectural design, engineering, and project management services. An interdisciplinary design firm, Integrated Design Group, Inc., specializes in projects that are highly complex, technical and mission-critical, typically under time sensitive schedules. The firm has been recognized by the *BostonBusiness Journal* for six consecutive years as one of the fastest growing privately owned companies in New England. Headquartered in Boston, MA, Integrated Design Group, Inc. also has an office in Dallas, TX. For more information, visit the company’s web site at www.idgroupae.com.

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