



from left to right: Pam Rodes, Pioneer Investments (CCRC Board Member); Gloria Franqui, executive director, CCRC; Susan Shelby, CPSM, founder and principal, Rhino Public Relations (CCRC Board Member); and Laura Wernick, AIA, senior principal, HMFH Architects (CCRC Board President) with the donation of \$3,400.

Photo credit: Tish Rodde Photography

Rhino PR Celebrates 5th Anniversary by Giving Back

Fundraising Party Benefits Child Care Resource Center of Cambridge

SOUTH HAMILTON, Mass. – June 21, 2010 – Rhino Public Relations, a specialty public relations agency, announced today that its 5th Anniversary party raised more than \$3,400 for the Child Care Resource Center (CCRC) in Cambridge, Mass.

The Child Care Resource Center is a non-profit organization that provides access to services and resources for families, training and professional development for early childhood educators and caregivers, and builds community initiatives that benefit children and their families.

In lieu of a traditional party, Rhino Public Relations decided to focus its fifth year anniversary celebration around community support, with a goal of raising funds and awareness of the importance of giving back.

Founder Susan Shelby, CPSM sits on the Board of CCRC and understood first-hand the great need of the agency to find supplemental funding to keep its programs and services intact. Rhino Public Relations matched the first \$1,000 raised with its own gift to CCRC.

“We are delighted to have the opportunity to give back to such a deserving agency,” said Susan Shelby, CPSM, principal of Rhino Public Relations. “CCRC has been particularly impacted by a reduction in state funding and this gift will help maintain essential operations in challenging economic times. We offer our heartfelt thanks to our many clients and friends that met this challenge head-on and gave generously to a great cause.”

Attended by more than 60 people, including staff members from CCRC, the party culminated in the presentation of a check to Gloria Franqui, executive director.

“We are grateful to the many people who have come together not only to celebrate the anniversary of Rhino Public Relations, but also to honor the work of the CCRC,” said Gloria Franqui. “As providers of early education and child care in our communities, the need for our services is greatest at a time that our resources are at their most strained. Rhino PR’s generosity and advocacy on our behalf will have a tremendous impact on our mission to build strong families in Massachusetts.”

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 Child Care Resource Center:

The Child Care Resource Center (CCRC) was founded in 1971 as the first childcare resource and referral agency in Massachusetts and one of the first in the country. Its mission today is to promote the healthy development and well-being of young children in Cambridge, Somerville and surrounding communities in the greater Boston area. For more information, please visit www.cccrcinc.org

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