



Rhino PR Honored with Two Awards

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South Hamilton, MA – Rhino Public Relations announced that it has recently been recognized with two awards for its media relations campaign for 175-185 Wyman Street.

Comprised of two LEED Gold office buildings totaling 335,000sf, 175-185 Wyman Street is located at the foot of the Hobbs Brook Office Park in Waltham. The firm received a first place honor from the Society of Marketing Professional Services (SMPS) Boston Chapter, and a bronze bell from the Publicity Club of New England. Rhino PR represents both the owner/developer, Hobbs Brook Management, and the architecture firm, Margulies Perruzzi Architects.

Rhino PR's targeted media outreach included local and national design, business, and real estate press, area brokers, property owners, facility planners and representatives of major Boston area corporations. This program is set apart by its concentrated effort to target editorial coverage, events and speaking engagements that would build rapport within the immediate Metro Boston community while simultaneously attracting high-profile brokers and tenant representatives in all phases of activity. Simultaneously, Rhino PR was focused on exploring opportunities within the design community to showcase the programming, aesthetics and flexibility of this marquis project in support of Margulies Perruzzi Architect's business development efforts.