



Rhino Public Relations Celebrates Fifth Year in Business

Firm marks milestone with launch of new website

SOUTH HAMILTON, Mass. -- November 30, 2009 - Rhino Public Relations LLC, a specialty public relations agency, announced today that it is celebrating its fifth year in business and recently launched a new website at www.rhinopr.com.

Since the firm's founding in 2004, Rhino PR has grown from a one-woman public relations firm to a team of experienced communications professionals offering integrated communications services to its clients. The firm was founded by Susan Shelby, a Certified Professional Services Marketer (CPSM), with more than 14 years of experience in public relations and marketing. Responding to a growing market need for cost-effective, results-oriented, and smart PR services, Rhino PR focuses its program offerings in the architecture, engineering and construction (A/E/C) market.

"I am proud that Rhino PR has grown in the past five years into a team of highly talented communications professionals with deep experience in PR and marketing within the A/E/C industry," said Principal Susan Shelby. "Our success using public relations to help our clients achieve measurable results from their business development efforts has been incredibly fulfilling and rewarding for me, and our entire team."

Rhino PR has ongoing engagements with companies such as Acentech, Environments at Work, GEI Consultants, HMFH Architects, Hobbs Brook Management, Margulies Perruzzi Architects, and Payette.

"For GEI, results speak volumes, and we've been very impressed with the coverage we've received thus far," said Kelly Cohane, corporate marketing manager for GEI Consultants. "It's fairly difficult to convince engineers of the value of PR. Yet, in the three years we've worked with Rhino Public Relations, we have seen a dramatic shift in this perception - most notably from our senior staff. Once greeted with sentiments such as "We don't want to brag" or "My technical work is more important than writing an article", I now receive comments from all staff levels requesting promotion of new projects, or help producing an article on a particular topic."

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 has ongoing engagements with companies such as Acentech Inc., GEI Consultants, HMFH Architects, Hobbs Brook Management LLC, Margulies Perruzzi Architects and Payette. For more information, please visit www.rhinopr.com.