



For Immediate Release

PRoWL Public Relations Becomes Nationally Affiliated Through National PRSSA

Philadelphia, Pa., January, 2012 – After opening its doors for business four years ago, PRoWL Public Relations, Temple University’s first and only student-run PR firm, recently became nationally affiliated by the Public Relations Student Society of America. This level of distinction is only made to student-run PR firms that exhibit professionalism at a high standard, as well as meet the standards of connection, professionalism, and ethics, upheld by PRSSA.

PRoWL Public Relations began the application process to become nationally affiliated in late November of this year. Cohesively, members of the firm and the executive board compiled case studies, letters, and background information on the firm and clients to be submitted to PRSSA headquarters for approval. In the four years PRoWL Public Relations has been active, the firm has made great strides in a short period of time. The firm was recently recognized as one of the “50 Best Blogs for the Public Relations Major” by Bachelors Degree Online and becoming nationally affiliated by the Public Relations Student Society of America is an honor the firm has been long striving for.

“As someone who has grown with the firm over the last three years, I cannot express how excited I am for PRoWL to be ranked among the most prestigious student-run firms in the country,” said Niki Ianni, PRoWL Public Relations Firm Director. “Our students are some of the most passionate, talented and hardworking young PR professionals I have ever met and I couldn’t be prouder of everything they have accomplished this year.”

Founded in 2008, PRoWL Public Relations is Temple University’s first and only student-run PR firm. PRoWL specializes in various aspects of the PR field, including strategic plan writing and implementation, media relations, social media management and event planning and promotion. PRoWL Public Relations is a full-service PR firm that works with a variety of clients, ranging from local and national non-profits to multi-million dollar companies. By building and maintaining strong client relationships in the Philadelphia area, PRoWL Public Relations has built both rapport and respect as not only a student-run firm, but as a premier, full-service PR firm within the community.

For more information on PRowl Public Relations and services it provides its clients, please visit <http://prowlpublicrelations.blogspot.com/> or follow PRowl on Twitter: @PRowlPR.

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