

# Grapevine Communications selected for global PR network

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Johannesburg-based Grapevine Communications has been selected as the South African representative for PR Boutiques International and is the first member on the continent.

With its head office in New York, USA, PR Boutiques International is a global network of public relations companies with world-class skills and experience in all market sectors. The network screens and selects the best small agencies worldwide to become members.

Their unique selling point is to offer a winning combination of small PR agency collaboration and senior professionals, often experts in their sector, to assure clients of a vast knowledge base, personal service, cost-effectiveness and accountability. Non-core activities are outsourced so that these boutique agencies can focus on client service and customised communication strategies.

Bill Cowen, president of PR Boutiques International has welcomed Grapevine aboard saying, "We are happy to be affiliated with Grapevine and have such expert representation in South Africa."

Comments MD Marie Yossava, "We are delighted and honoured to have been accepted as South Africa's first member and to have access to a global network where we can share best practice with like-minded consultancies and which we can then impart to our clients."

Grapevine is a member of the Consultants Chapter of the Public Relations Institute of South Africa. It has carved a niche in the PR market by remaining a boutique operation since it launched over 15 years ago, concentrating on relationship building with clients and the media. The team comprises qualified professionals with strong journalism skills and business acumen and Grapevine has gained a reputation for making their clients industry commentators. Repeat business and outstanding media coverage attest to the success of their approach.

Yossava has been named Best PR Person of the Year in *The Star's* Media and Marketing pages several times and was also a finalist in the Nedbank Businesswoman of the Year Award 2003 for the Entrepreneur Category.

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**Grapevine Communications**

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