



Public Relations • Marketing • Events

For Immediate Release

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Las Vegas Public Relations Veteran Gina Yager Launches PR, Marketing and Special Events Company, Gina Yager Creative (GYC)

Las Vegas, Nev. – A seasoned public relations veteran with more than 15 years of experience in the Las Vegas public relations (PR) industry, Gina Yager has launched a PR, marketing and special events company, Gina Yager Creative (GYC).

Formerly with the award-winning, full-service agency, Preferred Public Relations, Yager spent a decade and a half representing hundreds of notable clients in the hospitality, gaming, food & beverage, retail, entertainment, health, non-profit and technology industries. Yager joined the agency in 2002 and led the company to expand to more than 50 clients. As Vice President, Yager was responsible for recruiting and training team members, planning special events, and the strategic development and management for a majority of the agency's client accounts.

At GYC, Yager specializes in hands-on, direct client attention, providing strategic public relations and marketing planning and implementation, media relations, copy writing, brand asset creation, promotional partnerships, community relations, grass-roots marketing efforts, special event planning and execution, and more.

Yager has been recognized with multiple awards for PR efforts in entertainment and image management from industry organizations including the Public Relations Society of America and The Communicator Awards.

For more information on Gina Yager Creative (GYC), visit <https://gycvegas.com>, or follow GYC on Facebook (<https://facebook.com/gycvegas>) or Twitter (<http://twitter.com/gycvegas>).

About GYC

Founded by Las Vegas-based public relations professional, Gina Yager, GYC specializes in strategic public relations, marketing, branding, community relations, special events and more. A Southern Nevada resident for over 15 years, Gina has more than 17 years of experience in multiple industries including hospitality, tourism, gaming, food & beverage, entertainment, retail, non-profit and technology, working with national, regional and local companies of all sizes - from start-ups and small businesses, to multinational corporations. GYC is a member of the Henderson Chamber of Commerce.

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