

Powerful messaging to create real impact.

Public relations is essential to raising awareness and support for projects and organizations alike. Whether you are looking to celebrate key milestones through press releases and a community event or need to activate key stakeholders for support, Curt Pringle & Associates (CP&A) will develop and deploy an extensive public relations strategy tailored to your needs.

These are some key services we provide as part of our public relations services.

Past client examples:

Share Ourselves
CHOC
City of Chino
Shea Properties

PUBLIC RELATIONS SERVICES



Community Events

From groundbreaking ceremonies to ribbon cuttings, community fairs, and other strategic events, CP&A is there to partner with you from start to finish. Utilizing our strategic partnerships and relationships, we will curate invite lists, manage RSVPs, and coordinate follow up action items. Additionally, we will develop physical and digital invites, banners, and other informational materials needed as well as assist with developing sample scripts, talking points, run-of-show schedules. CP&A can also work with a list of preferred vendors to ensure smooth operations, catering, audio/video set-up, and more.



Collateral Development

At CP&A, we work with our clients to draft key messaging for use in all outreach initiatives. We will help craft and refine press releases, newsletters, mailers, and other collateral to communicate with key stakeholders what your perspective is and about your major milestones. In addition, CP&A utilizes our vast network to identify critical local news outlets and community organizations to push outreach materials to.



Key Stakeholder Engagement

Communicating with the right stakeholders is the leading ingredient to successful outreach. Before beginning any outreach, having a robust list of stakeholders and contacts is pivotal. CP&A utilizes internal contacts, social media lead generation, local Chambers of Commerce, and community and city contacts to create detailed and actionable lists. Utilizing these contacts, CP&A will facilitate one-on-one meetings or more focused and strategic group conversations serving as a spokesperson for your project, organization, or initiative.



Strategic Partnership Support

If your business is looking to expand its products or services within local communities, CP&A will facilitate building meaningful relationships with partners who share your goals. Our deep-rooted network allows us to connect you with the right stakeholders to cultivate partnerships with key community organizations and city government leaders. From coordinating impactful meetings to fostering ongoing collaboration, CP&A helps position your business as a trusted community partner.

LET US HELP COMMUNICATE ON YOUR BEHALF!

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