

NRPR GROUP CHANGES THE GAME FOR PR PROFESSIONALS

New Agency Resets Standards by Offering Public Relations, Social Media, Digital Marketing, Brand and Asset Development Under One Roof

June 4, 2014 – LOS ANGELES, Calif. – [NRPR Group LLC](#) (NRPR), a new PR and social media marketing agency, proudly announces its inception. With locations and clients in Los Angeles and the San Francisco Bay Area, NRPR Group is already taking Silicon Valley and Silicon Beach by storm.

Founded by Nicole Rodrigues, a seasoned publicist with more than 14 years of professional experience, the Company's core principals are based on the deep understanding that in today's digital age, brands are looking to reach far past a desire for traditional PR. In order to service clients effectively, it's her firm belief that public relations professionals should understand how to utilize all relevant platforms available to get their client's messages across.

"Gone are the days when landing a few great stories for a client was good enough," said Nicole Rodrigues, CEO and founder, NRPR Group. "Company blogs and social channels are quickly becoming the new platforms for making announcements, so the need to create compelling content is just as important as writing a press release. Our job as strategic communicators requires us to be Jacks and Jills of multiple trades. Our new agency prides itself in being a team of visionaries who understand what agencies of the future should look like."

A reflection of Rodrigues' mixed professional background; the agency will focus on serving clients in the sports & entertainment industries, as well as technology and lifestyle brands.

The Company already boasts a small roster of clients:

- [Parking Meter Productions](#), Los Angeles-based production company behind award-winning documentary film, *Gaze of the Beholder*;
- [More Sauce Productions](#), media production company behind newly released web-series, *Low Life*;
- [SkyVizion Entertainment](#), a music production and event planning company;
- Miriam Hernandez, A.K.A. [The Lingerie Stylist](#), a certified intimate apparel stylist, lingerie expert and blogger;
- [Fitmark](#)™, creators of high-quality functional bags for fitness enthusiasts.

At NRPR the focus is centered on attracting good business as well as good people. Rodrigues' hope is to train, retain, and foster the growth of all employees. From weekly educational workshops, to a quarterly and annual reviews, to visits from on-site personal trainers, employees at NRPR will have a positive work environment to call their home.

"I believe in growing great people who will help build this business," continued Rodrigues. "I owe my success to the many mentors who took the time to teach me a great deal of the things I know. I intend to give back to all employees by making them feel appreciated and fulfilled in their positions. It's all about raising champions at NRPR!"

About NRPR Group, LLC.

NRPR Group is not your typical public relations and social media marketing agency. We're a group of hybrid publicists, content creators, strategic marketers, and creative minds. We're changing the PR game and our clients are reaping the rewards. We're passionate about bridging the gaps between multiple elements of the entertainment industry, including talent, television, film, sports and music; with clients in the technology and lifestyle industries. We cater to companies of any size. From start-up to grown up, we help companies reach their business objectives through our creative services. For more information, visit us at <http://www.nrprgroup.com>

Contact:

Nicole Rodrigues

Founder and CEO

Nicole@NRPRGroup.com

650.815.5069