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HOUSTON FIRM JOINS GLOBAL PUBLIC RELATIONS NETWORK

HOUSTON, TX, OCTOBER 25, 2010 – DoubleDimond Public Relations LLC of Houston has joined PR Boutiques International (PRBI), a worldwide network of boutique PR firms.

"For several months, we have been looking for a way to connect with other small firms that offered hands-on public relations by seasoned professionals – people we could trust to do quality work," says DoubleDimond Principal Margot Dimond. "After exploring a number of options, including other global PR networks, we decided PRBI was a perfect fit for us."

PRBI describes a boutique firm as one offering personal attention, efficiency, focus and accountability by senior public relations practitioners. Founded in 2008, PRBI has quickly grown to more than 30 firms in major cities in the U.S., Europe and Asia. To date, DoubleDimond is the only member firm in Texas.

As a result of the high tech revolution, an increasing number of international companies are opening their doors, and more locally-owned companies strive to do business internationally, Dimond says. "Joining a PR network gives us an extra boost when reaching out to national and international media on behalf of our clients. That's because we will be able to consult and contract with PRBI member firms – all of whom are well-established in their home cities."

For more information, contact Lisa Dimond Vasquez at 713-426-4111, or lisa@doubledimondpr.com. For information on PR Boutiques International, visit <http://prboutiques.com/>

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