

# PRWeek

## **Former Davies execs launch new firm**

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SANTA BARBARA, CA: RevivePR, which was founded by two executives from Davies Public Affairs, launched today. RevivePR's clients in the healthcare industry include hospitals, health systems, physician organizations, and specialty providers across the country. The firm will focus on branding, direct marketing, PR, issues management, social media, grassroots, public affairs, and crisis communication support. RevivePR plans to expand its client base to include sports & fitness, healthy lifestyle, faith-based organizations, and social issues.

The new agency was created out of Davies' healthcare practice and the two agencies will not directly compete with each other's core practice areas. The firms maintain an affiliation and referral relationship.