



FOR IMMEDIATE RELEASE
26 April 2010

CONTACT: Brandon Edwards: 805-698-5780
be@revivepublicrelations.com

REVIVE WINS NEW AGENCY OF THE YEAR
New Firm Launched in September Wins New Agency of the Year

SANTA BARBARA, CALIF. – Revive today announced it has been recognized as New Agency of the Year by the leading PR industry trade publication, *The Holmes Report*. This national honor is based on the evaluation of 2,000+ public relations and marketing communication firms, including all firms launched in last two to three years. Given the difficult economic environment, and considering that Revive just opened its doors on September 1, 2009, recognition as New Agency of the Year is significant.

The New Agency of the Year award will be presented to Revive’s owners at the annual SABRE Awards in New York City on May 11. The SABRE Awards event is one of the two largest industry events for public relations and marketing communications, attended by 1,000 professionals including executives from the largest multinational agencies.

The Holmes Report described Revive this way:

“Revive opened its doors in September of 2009, which makes it an exceptionally new agency, even by the standards of our New Agency of the Year category, but under the leadership of Brandon Edwards (former president and COO of California public affairs firm Davies) and several colleagues, it hit the ground running, offering healthcare public relations communications expertise— including branding, issues management, social media, grassroots, public affairs, and crisis communication capabilities – to clients including hospitals, health systems, physician organizations, and specialty providers.”

Revive is focused on two key practice areas – Health Services and Healthy Living. The firm built the only truly national practice serving hospitals, health systems, health care providers, and other organizations – an area usually serviced on a regional basis by small generalist firms or in Washington, D.C. for associations and issue groups. Health reform has put an intense spotlight on this area.

Building on this base, Revive expanded into Healthy Living – the convergence of health care and wellness, disease management, prevention, nutrition, and fitness. Health and wellness in the U.S. are on this trajectory, and Revive and its clients are focused on solutions to the critical issues that face health care providers, employers, and consumers alike.

“Launching a new firm during the Great Recession sounds daunting,” said Brandon Edwards, founder and president of Revive. “Yet we kept our focus on adding value to ensure our clients’ ROI – employing strategies that predict problems and capture big opportunities. We’re proud to be named New Agency of the Year and truly honored to be recognized in our industry.”

More information about Revive is available on the web: <http://www.revivepublicrelations.com>.

###