



## Public Relations Global Network

*Leading Independent Agencies Worldwide*

### FOR IMMEDIATE RELEASE

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### **Public Relations Global Network (PRGN) adds new agencies in London and Washington, D.C., According to Philadelphia Affiliate**

#### **The SPA Way (London) and Xenophon Strategies (Washington, D.C.) Join PRGN**

*Network, including Buchanan Public Relations in Ardmore, now has 40 member agencies on six continents with combined revenues in excess of \$100 million*

**Ardmore, PA, October 21, 2008 -- Public Relations Global Network (PRGN) ([www.prgn.com](http://www.prgn.com)), the international network of leading independent public relations agencies, including Ardmore-based Buchanan Public Relations (<http://www.buchananpr.com>), announced a major expansion to its roster with the addition of two new agencies, the SPA Way in London and Xenophon Strategies in Washington, D.C.**

The worldwide network now comprises 40 independently-owned public relations agencies on six continents, with more than 800 people and revenues in excess of \$100 million (U.S.). **PRGN** announced the new agencies following its semi-annual meeting in Boston earlier this month.

A former PRGN President, Anne Buchanan of Buchanan Public Relations commented, "For quite some time, PRGN has been identifying the appropriate strategic partners in both Washington, D.C. and London. Our overarching priority is to enhance the network's expertise to provide clients with effective and strategic advisors in both the U.S. capital and Europe's largest metropolitan and

financial center. With The SPA Way and Xenophon Strategies, our network is poised to address those needs with locally-grown, independent agencies that know and understand the market better than our multi-national competitors.”

Founded in 1992, [PRGN](#) now has a presence in 22 of the world’s top 30 GDP-ranked countries. Agency members are independent, owner-operated public relations and communications agencies that share expertise and resources, while providing broad-based comprehensive communications strategies to clients worldwide.

Buchanan Public Relations (<http://www.buchananpr.com>) is the Philadelphia [PRGN](#) member affiliate. Buchanan Public Relations offers high-level, hands-on public relations services from a seasoned corps of public relations professionals. The firm specializes in strategic planning and consulting, crisis communications, media relations, marketing communications, branding, writing, new product launches, and design services. Clients of the firm range from small, entrepreneurial ventures to large corporations and not-for-profit entities.

*For more information and a list of all PRGN member agencies, please visit PRGN online at: [www.prgn.com](http://www.prgn.com).*

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