



## **PRESS RELEASE**

### **ALISON HICKS JOINS TRONCOSSI PUBLIC RELATIONS**

**(Hamilton, Bermuda, May 21, 2009)** – Troncossi Public Relations, one of Bermuda's leading public relations consultancies, today announces the appointment of Alison Hicks as a Public Relations Consultant.

In her new role, Miss Hicks will be responsible for advising on communication challenges, managing potential media crises, monitoring the media, writing press releases, newsletters and positioning statements and liaising with the media as well as with clients. She will report to the Managing Director.

Prior to moving to Bermuda, Miss Hicks worked in London as an Account Manager in the Corporate Affairs Division of Cohn & Wolfe, one of the world's top 10 international public relations agencies. Her client portfolio included Barclays Wealth, Bank of America, British Airways, Diageo and the UK Government's Department for Innovation, Universities and Skills (DIUS).

Miss Hicks' responsibilities included overseeing the media launch of the Barclays Wealth Insights report series in eight international markets. The reports, produced in association with the Economist Intelligence Unit, investigated the investment strategies and financial behaviour of high net worth individuals. During her time at Cohn & Wolfe, Miss Hicks also managed the PR programme for the UK Government's £2 billion investment programme, 'Building Colleges for the Future', and wrote an internal communications toolkit for Diageo Plc, a leading premium drinks company, to be used by staff across the world in launching its responsible drinking initiative, 'DRINKiQ'.

Prior to joining Cohn & Wolfe, Miss Hicks held the position of Media & PR Officer at the Police Information Technology Organisation (PITO). The highlight of her time at



PITO was the coordination of the UK media launch for roadside fingerprinting, which resulted in simultaneous blanket broadcast coverage on BBC, ITV, Channel 4, Channel 5 News and Sky News, as well as over 80 pieces of national, regional and trade press coverage.

In addition to seven years of experience in the public relations industry, Miss Hicks also has a CAM Advanced Diploma in Communication Studies from Cambridge Marketing College and a Bachelor of Arts Degree in English Literature and Sociology from the University of Reading in the UK.

Elizabeth Tee, Managing Director, Troncossi Public Relations, says: “Alison has diverse PR experience in both corporate and financial services and knows the demands of a busy press office. Her experience was shaped by one of the world’s leading public relations consultancies and her skills and knowledge are quickly proving to be of great benefit to our clients. I’m delighted to welcome her to the team.”

Troncossi Public Relations is a full-service public relations consultancy and provides a range of services for corporate and private clients specialising in strategic positioning, media relations and crisis management. It also provides conference and exhibition support, collateral material development, event planning, internal communications, media training, newsletter copywriting and production, press conference organisation, press office services, product promotions, public relations audits, speaking opportunities, speech writing, and sponsorship guidelines. In October 2004, Troncossi was awarded *Bermudian Business*’s award for “Best Event Planning Service.”

For further information on public relations, please telephone Elizabeth Tee on 292-5838 or e-mail [liz@troncossi.bm](mailto:liz@troncossi.bm).

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**Media Contact:** Elizabeth Tee  
Troncossi Public Relations  
Telephone: 292-5838