



PRESS RELEASE

BERMUDA HEALTH COUNCIL HIRES PR FIRM

(Hamilton, Bermuda, December 22, 2009) - Troncossi Public Relations (Troncossi) today announces it has been appointed as the PR consultancy to Bermuda Health Council (BHeC), the regulators for the health system on the island. Troncossi, the most established consultancy dedicated to public relations, was selected after a full tender process.

As part of an ongoing media relations programme, Troncossi will educate the public on the many ongoing activities that take place behind the scenes at the BHeC. Troncossi will provide to BHeC strategic communications advice and a press office service that will ensure that journalists have improved access to the work of the BHeC and so that media enquiries are expedited.

Dr. Jennifer Attride-Stirling, Chief Executive Officer of Bermuda Health Council, says: "While much of our work takes place outside of the public realm, we feel it is time to enhance the public's awareness of the work we do and how it affects their daily lives. We chose Troncossi because of their skills and expertise in public relations, as well as their forthright, proactive approach, and reputation for success. We're delighted to have appointed Troncossi and look forward to working with them."

Elizabeth Tee, Managing Director, Troncossi Public Relations, says: "Our PR strategy includes educating the public on the critical initiatives in which Bermuda Health Council is involved and the importance of their work to the longevity of Bermuda's health-care sector. We are delighted to partner with BHeC and raise their profile with stakeholders."



Bermuda Health Council came into operation in 2006 to oversee the healthcare system and enhance regulation of providers and health insurers. The Bermuda Health Council is committed to assuring that Bermuda's healthcare system is efficient, accountable, accessible, affordable and sustainable. For further information log on to www.bhec.bm.

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Interviews available

Notes to Editors

Troncossi Public Relations

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 media crisis management. It also provides conference and exhibition support, collateral material development, event planning, internal communications, media training, newsletters, press conferences, press office services, promotions, public relations audits, speaking opportunities, speech writing, and sponsorship guidelines. In October 2004, the company was awarded Bermudian Business' "Best Event Planning Service".
www.troncossi.bm

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