



PRESS RELEASE

TRONCOSSI PUBLIC RELATIONS CELEBRATES 10TH ANNIVERSARY

(Hamilton, Bermuda, October 21, 2010) – Troncossi Public Relations, Bermuda’s most established public relations consultancy, today announces its 10th anniversary celebration.

The company has grown to a staff of five consultants who have serviced 140 companies and organisations ranging from charities to small businesses to Government departments to large international insurance companies.

Troncossi Managing Director Elizabeth Tee says: “We’re delighted to be celebrating our 10th anniversary today. The success of Troncossi is due, in no small part, to the foresight of our many clients who have embraced public relations and used it to grow their businesses. Troncossi’s growth over the last decade can also be attributed to PR being embraced by Bermuda’s business community. It is that which makes me especially proud today.

“As this dynamic industry continues to evolve and as clients add digital media to their communications plans, we look forward to continuing our work with them over the next decade.”

Chartered Institute of Public Relations (CIPR) President, Jay O’Connor, says:

“Congratulations to Troncossi Public Relations on a decade of achievements. Through membership of the CIPR, Troncossi's team makes a real commitment to enhancing their skills, knowledge and competence, with high standards of practice and professional conduct. I wish them the very best for the next 10 years!”



Troncossi was set up in September 2000 by Managing Director Elizabeth Tee who was the only consultant at the firm. The company was initially run from a borrowed office on Front Street.

Troncossi Public Relations is named after the founder's great-grandfather, Joseph Troncossi, who was from Ravenna in Italy. The family emigrated to England and in 1938 changed its name by deed poll to "Tee" on the advice of its lawyers. Joseph Troncossi, unlike the rest of the family, refused to change his name and was interned in the Isle of Man for the duration of World War II. Members of the Troncossi family still live in Ravenna today.

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Notes to Editors

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

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