



## **PRESS RELEASE**

### **TRONCOSSI PUBLIC RELATIONS TO WORK WITH BERMUDA HOTEL ASSOCIATION**

**(Hamilton, Bermuda, September 22, 2010)** - Troncossi Public Relations (Troncossi), the most established consultancy dedicated to public relations and social media, today announces it has been appointed as PR consultants to the Bermuda Hotel Association (BHA), the official trade body that represents hotels in Bermuda.

Working in conjunction with the BHA, Troncossi will update the public on the ongoing activities taking place within Bermuda's hotel industry. Troncossi will provide to BHA strategic communications advice, media relations support and introductions to key journalists to ensure that the public has greater awareness of the activities being carried out by the BHA and its members.

John Harvey, Chief Executive Officer of the Bermuda Hotel Association, says: "We have asked Troncossi to assist us because of their extensive knowledge and achievement in the public relations field over the last 10 years. The BHA feels the time is right to enhance our communications activity on the island, particularly in the current challenging economic environment. We're very pleased to be working with their team of professionals."

Elizabeth Tee, Managing Director, Troncossi Public Relations, says: "We are delighted to partner with the BHA and we look forward to helping them convey their messages about their ongoing programmes. I commend the BHA for adding a public relations strategy as they seek to grow their market share."



The Bermuda Hotel Association has been in existence since 1925 as an organisation of Bermuda hotel owners. In 1947 it became known as “The Bermuda Hotel and Guest House Association.” The organisation changed its name in 1961 to The Bermuda Hotel Association and is today composed of persons, firms, associations, partnerships and limited liability companies interested in the commercial, professional, financial and general business development of Bermuda. For further information, log on to <http://www.experiencebermuda.com/>.

-Ends-

**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](http://www.troncossi.bm)

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