



NRPR Group Announces New Clients As Well As Stevie and Bulldog Reporter Award Wins in Q4 2016; CEO Joins Advisory Council for USA Division of American Women in Public Relations

Team NRPR Ends 2016 With a Bang: Signs New Clients Vroozzi, Slang N' Friendz, and Others; Wins Gold Bulldog Reporter Stars of PR Award and Silver Stevie Award for Women in Business; CEO, Nicole Rodrigues, Hand-Selected to Join Prestigious International PR Advisory Board

BEVERLY HILLS, Calif., December 22, 2016 – [NRPR Group LLC](#) (NRPR), Beverly Hills' award-winning strategic positioning agency founded by PR industry veteran Nicole Rodrigues, is excited to announce the newest additions to its client roster in Q4 2016, as well as other prestigious accolades -- including two massive industry award wins -- that continue to prove it's a power player in the PR game.

"I couldn't be more excited about our amazing accomplishments this year, especially signing so many new clients to the NRPR Group family," said Rodrigues. "We're incredibly lucky to get to work with amazing game changers who have passion and a love for what they do. We can't wait to continue working hard to help them utilize smart positioning strategies that contribute to their business goals."

The newest brands to sign with NRPR Group include:

- [Vroozzi](#) is a platform that reduces transactional costs, maximizes efficiency and improves business margins while giving powerful insights into financial data for any efficiency-conscious business.
- [Slang N' Friendz](#), coming to users in January 2017, puts a twist on the classic word game app by letting players use slang words from all across the world and from all generations.
- [OncoGambit](#) is the first ever online personalized cancer treatment website providing vital cancer information and treatment confirmation for patients in search of more information regarding their plan.

In addition to celebrating its newest clients, NRPR Group is also proud to announce it was awarded the top honor in Bulldog Reporter's 2016 Stars of PR competition, taking home the Gold in the Small Agency of the Year – Under \$1,000,000 category. This is NRPR Group's

second continuous win in the competition, taking home the Gold in 2015 for New Agency of the Year.

Additionally, NRPR Group, along with founder and CEO, Nicole Rodrigues, was honored at the 13th Annual Stevie Awards for Women in Business, the world's preeminent business awards competition for female entrepreneurs, executives, employees and the organizations they run. Team NRPR took home a Silver Video of the Year award for its PRactical Guide to Publicity video series, hosted by Rodrigues and featured on YouTube. The 11-part series, which also won a Gold Hermes Creative Award earlier this year, was created to teach C-Level executives -- especially CEOs and CMOs -- the true benefits of strategic PR.

"These two awards are truly the cherry on top of the most incredible year for our agency," said Rodrigues, who travelled to New York City to accept the Stevie Award in November. "To win Gold two years in a row from Bulldog Reporter -- in one of the most prestigious, national PR awards competitions out there -- and to also take home a Stevie Award, the feeling is indescribable. NRPR Group began with a mission to change the way PR was done and help educate those who desire more knowledge about it. To have that recognized with these awards, it just reminds me that we're accomplishing what we set out to do, absolutely smashing it as an agency, and having a blast doing it."

Additionally, Team NRPR has one final reason to celebrate, as Rodrigues was recently hand-selected as one of eight advisory council members for The Organization of American Women in Public Relations (Women in PR USA). Fellow advisors include industry vets Deirdre Breakenridge, Gini Dietrich and others.

"To be named to this advisory council, alongside other incredible female leaders in the industry whom I look up to, is a dream come true," said Rodrigues. "I founded NRPR Group because I wanted to share my knowledge and experience with aspiring PR pros. I love coaching and teaching my team, and I can't wait to not only learn from my fellow advisors, but to share what I know with the PR community. We're taking this industry in the right direction and I feel so lucky to be a part of it all."

About NRPR Group LLC:

NRPR Group is not your typical public relations and social media marketing agency. We're an award-winning strategic positioning firm with a talented group of hybrid publicists, content creators, strategic marketers, and creative minds. We're changing the PR game and our clients are reaping the rewards. We're passionate about bridging the gaps between multiple elements of the entertainment industry, including talent, television, film, sports and music; with clients in the technology and lifestyle industries. We cater to companies of any size. From startup to grown up, we help companies reach their business objectives through our creative services. For more information, visit <http://nrprgroup.com/> and/or NRPR Group on social media: [Facebook](#), [Twitter](#), [Instagram](#), and [Pinterest](#).

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