



For Immediate Release

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**Temple University's PRowl Public Relations Becomes Nationally Affiliated
Through National PRSSA**

Philadelphia, Pa., March 23, 2012 – After opening its doors for business four years ago, PRowl Public Relations, Temple University's first and only student-run PR firm, has achieved national affiliation from the Public Relations Student Society of America. PRowl Public Relations is now one of only thirty nationally affiliated firms out of the hundreds of student-run firms in the country. This level of distinction is made to student-run PR firms exhibiting professionalism at a high standard, as well as meeting the standards of connection and ethics upheld by PRSSA.

PRowl Public Relations began the application process to become nationally affiliated last November. Members of the firm and the executive board compiled case studies, letters, and background information on the firm and clients for submission to PRSSA headquarters. The firm was also recently recognized as one of the "50 Best Blogs for the Public Relations Major" by Bachelors Degree Online, securing its rank as the only student-run PR firm on the list.

"I cannot express how excited I am for PRowl to be ranked among the most prestigious student-run firms in the country, as someone who has grown with the firm over the last three years," said Niki Ianni, PRowl Public Relations Firm Director. "Our staff are some of the most passionate, talented and hardworking young PR professionals I have ever met and I couldn't be prouder of everything they have accomplished this year."

Founded in 2008, PRowl Public Relations specializes in various aspects client services, including strategic plan writing and implementation, media relations, social media management and event planning and promotion. PRowl Public Relations is a full-service PR firm that works with a variety of clients, ranging from local and national non-profits to multi-million dollar companies. By building and maintaining strong client relationships in the Philadelphia area, PRowl Public Relations has built both rapport and respect as not only a student-run firm, but as a premier, full-service PR firm within the community.

For more information on PRowl Public Relations and services it provides its clients, please visit <http://prowlpublicrelations.blogspot.com/> or follow PRowl on Twitter: @PRowlPR.

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