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# New PR company opens in Singapore

With the recession facing many companies, public relations firms will probably gain. A few will be working hard in the crisis management area!

A new public relations firm specialising in strategic public relations, positioning and sponsorship has been set up by Ian Grundy a veteran who has held senior roles in Singapore, New York and Zurich. He was until 2007, Head of Public Relations and Global Partnerships for The Adecco Group, the world's largest human resources organisation.

His new company is called Citrus PR and is part of the Shepard Fox global communications network. The focus of Citrus will be in 'new media' solutions and Grundy says that companies investing in sports marketing and activation are on his radar.



Ian Grundy