

Houston Partner Ward Welcomes New Partners Curve Communications (Vancouver), European Service Network (ESN) (Brussels), SPAG (India), and ZAGAR Communications (Myanmar) to Worldcom Public Relations Group

NEW YORK – June 30, 2016 – Worldcom Public Relations Group, the leading global partnership of public relations firms, recently completed its global conference in Brussels, Belgium where it welcomed new partners Curve Communications (Vancouver), European Service Network (ESN) (Brussels), SPAG (India), and ZAGAR Communications (Myanmar). The annual global meeting featured a keynote by Paul Holmes, presentations and panels on myriad key industry topics and collaboration and best practice sharing that defines and enables Worldcom to provide clients and prospects high level cooperative PR solutions.

“We’re very pleased to welcome these terrific firms to the Worldcom partnership as they help bolster our Asia Pacific footprint, round out our strong partnership in Canada and through the addition of ESN, expand our efforts around EU opportunities,” said Todd Lynch, Managing Director, Worldcom Public Relations Group. “We’re fortunate to welcome partners who not only help round out our geographic presence but bring expertise and skills that reflect our industry today and where it’s headed in the coming years. These qualities allow our partners to serve any existing client need and to create collaborative opportunities to seek and serve the communications needs of companies globally.”

“From a partner perspective, the addition of well established, recognized firms enriches both our staff experience and client results, whether we simply learn from their best practices or engage them onto our client teams,” said Deborah Buks, founder and owner of Ward. “We look forward to sharing the many benefits being a Worldcom partner brings to each of our agencies, our clients and our global partnership.”

Worldcom partners convened in Brussels and enjoyed not only terrific meetings, but the opportunity to take in the beauty and culture offered by the city. While in Brussels, the organization implemented efforts to bolster Worldcom’s position as a solution to any company’s communications needs, whether they seek individual agencies or a collaborative solution. The Healthcare and Crisis partners combined to offer healthcare communications professionals an informational session on crisis planning, prevention and management. A team of partners also shared with members of the European Union commission more information on the organization and its ability to meet the diverse global and expertise needs of the many projects that come from the EU.

“The attendance, participation, collaboration in Brussels was impressive and embodies why this is truly a unique and special partnership,” said Scott Chaikin, Chair of Dix & Eaton and

Worldcom's Global Chair. "Worldcom's average tenure is 13-plus years, the trust, respect and collaborative nature of our partners is why we are able to so effectively lift each other's practices up through generous sharing, extend excellent service to our clients through collaboration, and partner on the pursuit of regional and global new business opportunities against the world's best."

New partners added to Worldcom:

European Service Network SA (ESN), Brussels, Belgium

ESN is an end-to-end digital media agency delivering a complete range of multilingual communication services and products, primarily for public sector clients. Based in Brussels, Belgium, we have produced and distributed high-quality editorial, graphic, audio visual and social content for clients across the EU institutions for over 30 years, as well as for national and regional governments and private sector organisations. Flagship projects include pan-European campaigns and large, high-profile events. ESN is recognised in its market segment as a pioneer of social media communication and real-time campaign impact assessment. <http://esn.eu/home>

Curve Communications. Vancouver, BC, Canada

Curve Communications is an integrated public relations and digital marketing agency. We believe all organizations need to build strong digital reputations before launching big media or PR pushes. We help small-to-medium-sized businesses, non-profits and start-ups analyze and grow their brands. We accomplish this through web and mobile site creation, social media strategy and management, digital paid and organic lead generation and traditional PR and advertising. We focus on inbound and outbound marketing techniques that drive customer acquisition and business growth. We tell clients' stories and build their brands. www.curvecommunications.com

SPAG, Gurgaon, Haryana, India

SPAG is award winning, full-service Public Relations, Government Affairs and Social media consultancy with expertise in a wide range of domains and industries (Pharmaceuticals, medical devices, technology, FMCG, Ecommerce). SPAG has emerged as India's fastest growing public relations and communications consultancy and was named 'Global New PR agency of year' at Global Sabre Awards as well as 'Specialist Agency of Year' at Exchange4media awards.

We pride in the innovative practices we execute across sectors driven by creative ideas. We identify the clients' challenges and goals to ensure that we communicate their messages effectively leading to positive business impact. Offering bespoke services and strategies, we aspire to shape public opinion and cultivate constructive knowledge through traditional media, as well as social media that is a poignant platform today, to disseminate information. www.spag.asia

ZAGAR, Yangon, Myanmar

In 2 years, Zagar Communications has become the leading independent PR agency in Myanmar; applying extensive international expertise and local know-how to publish the most effective

conversation in this emerging market. Its team of 12+ marketing practitioners create and implement localized campaigns to raise the awareness and increase the sales of local, regional and global B2B and B2C companies.

Recognized by many prestigious brands and recently nominated for "New PR Consultancy of the Year" by PRWeek Awards Asia 2016, Zagar's expertise outshines in areas of public relations, social media, events, and marketing. www.zagarcommunications.com

Media contact: TBD

About Worldcom Public Relations Group

Worldcom Public Relations Group utilizes a trusted global partnership of independent firms to help clients create the perfect solution to any PR challenge or opportunity, regardless of geography, industry or discipline required. Worldcom's independently owned public relations firms boast 138 offices in 110 cities on six continents, 2,000+ total employees, and combined revenues of more than \$288 million in 2015. The average tenure of Worldcom partners is 13 years. Whether seeking a single firm or creating the ideal solution/team through a collaboration of Worldcom partners, brands have access to seasoned professionals dedicated to providing creative, strategic solutions that deliver results. Our firms are accustomed to working together and provide agility, strong media and local influencer relationships, deep industry and discipline experience and the knowledge and willingness to provide thoughtful, objective, results-driven counsel. Learn more about Worldcom at www.worldcomgroup.com or call Todd Lynch at [1-800-955-9675](tel:1-800-955-9675).

Connect with Worldcom PR Group on [Facebook](#) and [LinkedIn](#)

###