



news release

for immediate release

contact: shannon cherry, apr
(518) 248-6592

Cherry Picked: Beacon Resources chooses Cherry Communications as PR Firm

Albany, NY—January 8, 2007 – Cherry Communications, a provider of public relations and marketing communications services for businesses and nonprofit organizations, announced today the addition of its newest client, Beacon Resources.

“Cherry Communications is thrilled to be part of the team for this up-and-coming company,” said Shannon Cherry, Cherry Communications president. “Using state-of-the-art technology, this partnership proves that you don’t need a PR firm in your own backyard to obtain positive outcomes.”

Beacon Resources provides training and development workshops which focus on effective networking, leadership, and time management programs. The company is owned by Bonnie Ausfeld, author of *Business Networking Techniques for the Professional*.

Cherry Communications is working with the company to develop and execute a media strategy to promote the book nationally.

About Cherry Communications (www.cherrycommunications.com)

Based in the Capital Region of New York, Cherry Communications is a strategic communications firm that works with businesses and nonprofits all over the country to develop results-oriented marketing and public relations programs. For more information, contact Shannon Cherry at 518-248-6592 or email: info@cherrycommunications.com.

###