



news release

for immediate release

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Cherry Picked: Outer Banks Concierge chooses Cherry Communications as PR Firm

Albany, NY—December 15, 2006 – Cherry Communications, a provider of public relations and marketing communications services for businesses and nonprofit organizations, announced today the addition of its newest client, Outer Banks Concierge.

“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.”

North Carolina-based Outer Banks Concierge helps residents and vacationers by providing customized personal assistant services, including home rentals, vacation planning, personal shopping, and transportation services.

Cherry Communications is working with Outer Banks Concierge to develop and execute a media strategy to promote vacation services regionally and 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.

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