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**Contact:** Jeremy Rives  
[jeremy.rives@temple.edu](mailto:jeremy.rives@temple.edu)  
Ph: 484-892-0924

## **PRowl Public Relations to Hold Special Celebration for 10 Year Anniversary**

*Firm will collect children's book and monetary donations for Tree House Books to give back to the community.*

**PHILADELPHIA, -- [Monday, April 2] – PRowl Public Relations**, Temple University's first and only nationally affiliated student-run public relations firm, is commemorating 10 years of service with a special celebration on Friday, April 20, 2018 in the Great Court of Mitten Hall at Temple University, 5:30 p.m. – 8:30 p.m. The event is sponsored by the Dean's Office of Klein College of Media and Communication and the Department of Advertising and Public Relations.

Firm Director Clarissa Ford will kick off the evening with an introduction addressing PRowl's past achievements as well as aspirations for the organization's future. David Boardman, dean of the Lew Klein College of Media and Communication, will deliver the keynote address.

Guests will enjoy a buffet style dinner and view a montage video of memories collected from PRowl Alumni, reflecting on the past decade of PRowl. A special cake reveal will bring back sweet memories, while guests have the chance to sign their name on the official PRowl 10<sup>th</sup> Anniversary poster.

In partnership with the Philadelphia Public Relations Association (PPRA), PRowl will be accepting children's book donations at the event to be donated to Tree House Books. Tree House books is a non-profit literacy center and library that aims to provide free access to books and literacy programs to Philadelphia children and their families in low-income neighborhoods. In addition, for each ticket sold, three dollars will be donated to Tree House Books as part of the partnership.

"While we do work for our clients on a daily basis, it's important to us to observe our anniversary by giving back to the community," said Ford. "Being able to partner with TreeHouse Books and PPRA allows the firm to make a positive impact with people in the local area."

Since 2008, PRowl has worked with a diverse roster of on and off-campus clients, providing comprehensive strategies and solutions based on each client's specific needs. Account members have had opportunities to grow personally and professionally within the firm, gaining authentic, hands-on agency experience. Over the past decade, PRowl has worked with clients such as Temple University Television, Visit Bucks County, The Liacouras Center and many more.

“This celebration is really a testament to everyone's hard work and dedication to the firm over the past decade — especially our founder, Natalie Prazenica Herr,” said Ford. “It's been an honor to work in this organization during my college career, so celebrating this milestone alongside my peers is an extraordinary accomplishment.”

“Talented alumnus who will be in attendance at the event, are a testament to PRowl's ability to produce future leaders in the public relations industry. Past generations of PRowl members built a solid foundation for the current success of the firm,” explains Ford. “Temple University's Klein College continues to provide the best and the brightest young professionals in public relations and related industries with the help of PRowl Public Relations.”

PRowl looks forward to continuing to provide quality public relations services for clients and the community, and expand its reach by providing learning opportunities for more students in the years ahead.

### **About PRowl Public Relations**

PRowl Public Relations is Temple University's first and only student-run public relations firm. Its mission is threefold: to provide clients with comprehensive PR services and solutions, to offer PRSSA members opportunities to apply their knowledge and gain experience beyond the classroom, and to build credibility while forming lasting student-client relationships.

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