

April marks BoydPR and Dash PR anniversaries

Successful sole practitioners come together to celebrate consultancy birthdays

Sydney, Australia, March 30, 2011 – Independent public relations professionals, Shuna Boyd of BoydPR and Christine Kardashian of Dash PR will be celebrating their annual business anniversaries this Friday, 1 April 2011.

BoydPR and Dash PR both launched boutique public relations consultancies on April Fools Day – BoydPR is commemorating a milestone fifteen years since commencing in 1996 and Dash PR has conquered three years after taking the plunge as an independent in 2008. Prior to establishing their respective businesses, Boyd was general manager at a large IT public relations firm and Kardashian had a long term role in-house with a global technology vendor before stints at agency level.

Specialising in tech public relations, Boyd's primary expertise is in business technology and Kardashian's in consumer and lifestyle. Boyd and Kardashian are vertically challenged, independent public relations powerhouses having been both nominated as finalists for Best PR Professional at the IT Journalism Awards where they met in 2009. A new award category introduced that year, is now known as the Best Media Relations award which Boyd won the following year. Boyd is also a finalist in this year's awards, to be announced 8 April.

Shuna Boyd, director of BoydPR, said, "Fifteen years is a huge achievement for me personally and professionally. When I established BoydPR in 1996, my aim was to get back to 'doing PR' rather than running the business. Now I am able to execute PR strategies as well as managing my business, so I get the best of both worlds. Working as a sole practitioner offers freedom of lifestyle, more balanced working hours and I get to decide which clients to work with, so each day is fun."

Christine Kardashian, director of Dash PR, said, "Setting up my own business had been a long-time desire and it was just a matter of picking the right time. It has now been three years since I officially launched Dash PR and I am just as ambitious in driving the business. There have been long hours but by choice – when it is your own 'baby' you do it because you want to. Most importantly, flexibility is the key as it allows me to balance work and leisure."

BoydPR and Dash PR's anniversaries commemorate marked success over the years with highlights such as growing the profile of AVG from a little known security vendor to one of the top three most recognised security brands in Australia, as well as launching ASUS' revolutionary Eee PC and introducing the ViewSonic ViewPad media tablet to the Australian and New Zealand markets.

Boyd has worked in technology public relations since 1986, running two top consultancies and helping to set up and run subsidiary offices in New Zealand and Hong Kong. Kardashian has a Master of Arts in Communication Management from the University of Technology, Sydney. Members of the Public Relations Institute of Australia (PRIA), Boyd was recently announced as a Fellow which recognises a member's contribution to PRIA, the industry and the broader community and Kardashian is a member of the NSW Registered Consultancies Group (RCG) committee. BoydPR and Dash PR, are also members of the RCG within the PRIA.

For an interview with Shuna Boyd, director of BoydPR or Christine Kardashian, director of Dash PR please contact Shuna on 02 9418 8100 / shuna@boydpr.com.au or Christine on 02 8084 0705 or chris@dashpr.com.au.

About Shuna Boyd Public Relations With more than 25 years in IT public relations, Shuna provides senior level consultancy to all her IT clients in a cost effective manner. She also provides a complete range of marketing and promotional services through her extensive network of suppliers.

About Dash Public Relations Dash PR provides business to business and business to consumer consulting and public relations, media relations, investor and analyst relations, internal communications, issues management and crisis communications, as well as media training, event management, writing services and integrated PR and advertising campaign management. For more information, visit www.dashpr.com.au.

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