



Litzky Public Relations, Inc.

## About Us

Litzky Public Relations (LPR) is a full-service, award-winning boutique agency located on the Hoboken, NJ waterfront. With more than 30 years of expertise partnering with consumer brands targeting kids and families, we're a talented and passionate group of PR superstars who love what we do and have been doing it for a long time. Known for our entrepreneurial spirit and exceptional client services, our nimble team takes a results-focused approach to consistently deliver on what we promise.

## Clients

We specialize in consumer and lifestyle brands; recognized for success and expertise within the pop culture, family, lifestyle, and licensing space.



## Services



### MEDIA RELATIONS

Our team of savvy storytellers and media matchmakers will identify the most impactful outlets to reach our audience where they're reading, watching, and listening for news and inspiration.



### EVENTS & ACTIVATIONS

Seeing is believing, and we love to make connections in real life. From trade shows and conferences to consumer events and conventions, our efforts increase awareness and engagement before, during, and after the show.



### BRAND BUILDING

Whether your brand is in its infancy or already a household name, our team will craft the message and identify the right mix of mediums – media, social, experiential – to share your story.



### INFLUENCER ENGAGEMENT

From micro to celebrity, we'll identify the right audience of on-brand influencers and activate the power of word-of-mouth marketing and compelling content to bring your brand to life.



### PRODUCT LAUNCHES

You only get to make a first impression once. With extensive experience introducing brands and unveiling new products – that become iconic names – our thoughtful, strategic approach addresses your business objectives to deliver success.



### TRADE RELATIONS

We will put your brand in the industry spotlight by engaging experts, supporting trade shows, securing coverage in key publications, and uncovering thought leadership opportunities to elevate corporate and executive visibility.

## The LPR Family



## Say Hello

Josslynne Welch, *President*  
jwelch@litzkypr.com



**BIG THINKERS. BOLD DOERS.**