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RENWICK WILL LEAD HEALTHY LIVING PRACTICE AT 360PR

BOSTON, AUGUST 19, 2009 – 360 Public Relations (www.360publicrelations.com) has promoted Victoria Renwick to vice president and named Renwick to lead the agency's newly formed Healthy Living Practice. Since joining 360PR a year ago, Renwick has helped transform the agency's Food Practice to one that's focused on products and services that promote a healthy, sustainable lifestyle, including several of the country's preeminent natural and organic brands.

"We've made a conscious decision to work with brands that promote healthy living, leveraging our deep food and beverage experience, but also broadening the scope to include other categories of products and services that support a healthy lifestyle," explained 360PR Managing Director Laura Tomasetti.

Renwick brings a blend of CPG and retail food experience to 360PR. Prior to 360PR, Renwick was with Mullen, a Boston-based agency, where she led PR for Panera Bread, among others. At Conventures, Inc., a leading event management company, Renwick handled product launches and events for clients such as Stonyfield Farm and Origins.

In her new role as head of 360PR's Healthy Living Practice, Renwick will work closely with 360PR Digital to engage health-focused consumers on behalf of 360PR clients. To reach moms focused on healthy living for their families, Renwick will have access to the 360PR MomSquad™, a network of influencer-moms who imbue client campaigns with a real parent perspective.

"Our Healthy Living Practice is about connecting brands championing healthy lifestyles with consumers in authentic ways – via events, media and online – to help consumers fill their grocery cart, find tonight's dinner recipe, and create a healthier home," said Renwick.

About 360 Public Relations

360 Public Relations is a consumer specialist agency passionate about helping brands cultivate fans. 360PR's staff are immersed in the media and communities online and off that reach and engage consumer-influencers. Based in Boston, 360PR is a founding member of Converge™, a national network of leading public relations agencies. For more information, visit www.360publicrelations.com and read the agency's blog at www.360PRBlog.com.

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