



**FOR IMMEDIATE RELEASE**

**27&MORE FORMS STRATEGIC ALLIANCE WITH  
PINNACLE WORLDWIDE**

**Kronberg/Frankfurt, Germany & Wayzata, MN, USA, June 16, 2010** – 27&More, a leading international network of independent public relations agencies based in Europe and covering 44 countries, has formed a strategic alliance with Pinnacle Worldwide, a global network based in the US with more than 50 offices.

Established in September 2007 in Frankfurt, 27&More began as a partnership of prominent European PR agencies which all had one main focus — to provide strategic communication services with flexibility, effectiveness and an integrated approach to worldwide clients.

Individual members of both Pinnacle Worldwide and 27&More have long-standing business relationships. Ruud Bijl, President of Bijl partners in public relations in the Netherlands, and President and Co-founder of 27&More: “The strength of our new alliance lies in the fact that we have hand-picked the best consultancies in each country rather than relying on ‘outposts’ of a big brand to deliver. That means quality consulting delivered by experts wherever the need, and for brands seeking sound strategic support and quality delivery regardless of location. That’s a very strong offer indeed.”

“With our combined strength providing access to highly-respected offices around the world, this partnership expands the reach for our clients and members alike,” said Donna Vandiver, President and CEO of The Vandiver Group, Inc., in St. Louis, Mo., and President of Pinnacle Worldwide.

For more information on 27&More, please visit [www.27andMore.com](http://www.27andMore.com). For more information on Pinnacle Worldwide, please visit [www.pinnacleww.com](http://www.pinnacleww.com).

### **ABOUT 27&MORE**

Founded just three years ago, 27&More is already one of the leading networks of independent pr consultancies in Europe. Launching with 21 agencies in Europe and Asia covering 29 countries in total, today, the network has forged close relationships with partner agencies in Miami as well as 17 additional countries in Latin America. The network has a strong business development and support focus which is shown by the number of pan-European campaigns won so far and the many referrals between the partner agencies.

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### **ABOUT PINNACLE WORLDWIDE**

Founded in 1976, Pinnacle Worldwide, Inc. is an international corporation of independently owned public relations firms with offices in more than 50 major cities around the globe. Its members develop and implement strategic communications plans that influence audiences on both a regional and global scale.

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