

## **Becca Young Joins NATIONAL Public Relations**

March 12, 2018 – NATIONAL Public Relations today announced a key executive appointment that further deepens its expertise in integrated communications in Toronto. Effective immediately, Becca Young is named Senior Vice-President, Strategy & Integration, responsible for expanding adoption of NATIONAL's non-traditional offerings.

"We are thrilled Becca has joined our team in Toronto. Public relations is rapidly evolving from art to science. Becca will help us up our game as we ensure our clients are able to engage their key audiences with greater impact and efficiency" said Rick Murray, Managing Partner in Toronto and the Firm's Chief Digital Strategist.

"I'm beyond excited to be joining NATIONAL," said Ms. Young. "They are already ahead of the curve in data-driven communications. I'm here to help accelerate adoption and support continued innovation."

Ms. Young began her communications career building brands and digital experiences at a Vancouver design firm, and has served in a variety of strategic, digital and creative roles with a global public relations firm since 2007. She is also a trained facilitator, with experience developing and leading planning sessions, innovation workshops and multi-day conferences for organizations large and small.

She will be based in Toronto, and support NATIONAL's industry-leading network with a team that includes Market Intelligence, Data and Analytics, Planning, Partnerships and Content Marketing.

### **ABOUT NATIONAL**

NATIONAL Public Relations connects clients to the people who matter most; delivering the right message, at the right time. Grounded in research, insight and deep sector understanding, we bring together teams of discipline experts from across our network to provide creative communications solutions that move people in thought and actions. For over 40 years, NATIONAL has been at the centre of issues and industries that matter, leading change for today and tomorrow.

NATIONAL is Canada's leading public relations firm, servicing clients across a wide range of sectors, with offices in Vancouver, Calgary, Toronto, Ottawa, Montreal, Quebec City, Saint John, Halifax and St. John's. NATIONAL's service offering also includes NATIONAL Equicom, the industry's foremost investor relations and financial services communications practice.

NATIONAL Public Relations is an AVENIR GLOBAL company, one of the 25 most important public relations firms in the world with 17 offices across Canada, the U.S. and Europe, and part of RES PUBLICA Consulting Group. NATIONAL is affiliated internationally with public relations firm Burson-Marsteller, a WPP company. For more information about NATIONAL, please visit our [website](#) or you can follow us on [Twitter](#).

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For further information, please contact:

Max Stern  
NATIONAL Public Relations  
[mstern@national.ca](mailto:mstern@national.ca)  
416-848-1391