

New Member Announcement

The Change Agencies Grows By Six, Diverse-Owned Firms

Today, six public relations firms in six markets have joined [The Change Agencies](#), the national network of independently owned multicultural and LGBTQ public relations and marketing firms that launched in June 2019. The six new member agencies join eight existing member agencies led by Managing Partners Ben Finzel of [RENEWPR](#) in Washington, D.C., LaTricia Woods of [Mahogany Xan Communications](#) in Phoenix, Ariz., and Tanya Churchmuch of [MuchPR](#) in New York, N.Y. The Change Agencies now comprises 14 agencies operating in 12 major markets across the United States. The new members joining today are:

- April Hale of [A.Hale PR](#) in Albuquerque, N.M.
- Audrey Ponzio of [APC Collective](#) in Austin, Texas
- Mike Utaegbulam of [Black Digital](#) in Washington, D.C.
- Cindi Creager and Rainie Cole of [CreagerCole Communications LLC](#) in New York City, N.Y.
- Dr. Sandra Wills Hannon of [The Hannon Group](#) in Washington, D.C.
- Zeke Stokes of [ZS Strategies](#) in Nashville, Tenn.

The Change Agencies is a national collective of PR firms offering inclusive communications advice, counsel and outreach to effectively represent, engage and connect with African American, Asian American, Hispanic and LGBTQ communities. Utilizing a collaborative working approach, The Change Agencies helps businesses and organizations communicate across cultures, ensuring that outreach and marketing to diverse communities are culturally appropriate, sensitive and meaningful. Every agency owner is either Black, Asian-American, Hispanic, Indigenous, and/or LGBTQ, and 10 of the 14 member agencies are led by women.

“Our dramatic growth should be taken as a sign of two things: 1) interest in diversity, equity, and inclusion remains strong despite reports to the contrary; and 2) independent public relations firms led by communications professionals with deep expertise in multicultural and LGBTQ outreach and engagement will be the drivers for these conversations in the years to come,” explained Ben Finzel, president of [RENEWPR](#) and one of the Managing Principals of The Change Agencies. “The United States is a multicultural nation and communicators who embrace that fact and commit to celebrating and reinforcing it will be the ones who are the most successful.”

Visit The Change Agencies website at www.thechangeagencies.com for more information. The attached fact sheet provides quotations from each new member.

See Full Press Release:

<https://www.thechangeagencies.com/post/news-first-national-network-of-independent-multicultural-and-lgbtq-pr-firms-nearly-doubles-in-size>

Social Post:

Our network at The Change Agencies is growing! Today, six independently owned and operated public relations firms in six markets joined The Change Agencies. We're excited to collaborate with these agencies! Learn more:

<https://www.thechangeagencies.com/post/news-first-national-network-of-independent-multicultural-and-lgbtq-pr-firms-nearly-doubles-in-size>