



Global Communications Alliance

FOR IMMEDIATE RELEASE:

**GLOBAL COMMUNICATIONS ALLIANCE WELCOMES DUKAS LINDEN PR AND
PEDRO SALAZAR PR TO WORLDWIDE NETWORK**

JANUARY 14, 2020 – The Global Communications Alliance (GCA), a network of 16 independent communications agencies in 14 countries covering four continents, is pleased to announce the addition of two new key members - Dukas Linden Public Relations (DLPR) of New York and Pedro SalazarPR of Lisbon, Portugal.

Based in New York, in the heart of Manhattan, DLPR (www.dlpr.com) is a leading independent public relations agency known for representing leaders in investment management, financial and professional services, and fintech. DLPR's strategies help clients expand their share of voice, enhance their brand value and—most important—engage audiences in a competitive global marketplace.

Pedro Salazar PR (www.pedrosalazarpr.pt) is a boutique public relations agency located in Lisbon, Portugal's coastal capital city. From crisis management to media relations and digital-PR, they develop and promote the editorial concepts and the communication strategies that allow the media to tell the best stories for their clients across Portugal.

“Both Dukas Linden Public Relations and Pedro SalazarPR are leaders in their respective markets of New York and Lisbon, and they embody the GCA's values, strategic perspectives and high quality client service. Their addition to the GCA enables Global Communications Alliance members to further expand the on-the-ground reach of public relations, crisis communications and public affairs advice and delivery for our clients,” said Susan Smith, Chair of the GCA and Principal of Bluesky Strategy Group in Ottawa, Canada.

DLPR CEO Richard Dukas added, “Dukas Linden PR is very pleased to bring our financial communications and public relations expertise to the Global Communications Alliance. We look forward to leveraging the GCA's global network for the benefit of our clients, and working with our GCA colleagues to expand their reach in the US financial communications market”.

Pedro Salazar, founder of pedrosalarpr.pt, agreed. “Pedro SalazarPR's motto is about *'making our clients' business the news'*. The Global Communications Alliance provides an opportunity for our clients to reach broader audiences and for GCA members to connect on-the-ground with the Portuguese market. We are delighted to be members of the GCA”.

.../2

About the Global Communications Alliance (GCA)

GLOBAL REACH. LOCAL KNOW-HOW.

The Global Communications Alliance is a network of independent corporate and public affairs agencies united in providing the very best service to clients around the world, including North America, UK and Europe, South America, Africa, Australia, India and Russia. GCA members develop award-winning campaigns and successfully craft strategies that resonate with a wide range of stakeholders.

Crisis management and communications are a particular expertise for each of our members, with teams of consultants around the world ready to quickly and effectively support organisations in need. Find out more about our members at www.globalcommsalliance.com



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GCA members include:

Agency	Country
Agenda	US (Albuquerque/Washington, D.C.)
PLMR	UK (London/Edinburgh)
Bijl PR	Netherlands (Amsterdam)
Navos	Germany (Berlin/Dusseldorf)
Bluesky Strategy Group	Canada (Ottawa)
Wilkinson Group	Australia (Sydney)
Infomedia Consulting	Argentina (Buenos Aires)
IMG Kenya	Kenya (Nairobi)
Kesarev Consulting	Russia (Moscow)
Mavcomm Consulting	India (Delhi)
Whyte Corporate Affairs	Belgium (Brussels)
Rossen Public Affairs	Denmark (Copenhagen)
Thoburns	UK (London)
R&A Comunicación	Spain (Madrid)
Dukas Linden PR	US (New York/San Francisco)
PedroSalazarPR	Portugal (Lisbon)

-30-

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