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## **IPREX Recruits Vehr Communications in Cincinnati**

ATLANTA -- Vehr Communications, the strategic Cincinnati PR firm with specialist expertise in the economic development field, has been elected a partner in IPREX, the worldwide corporation of independent public relations firms. This further strengthens the organization's North American region which now has 40 offices.

Vehr Communications ([www.vehrcommunications.com](http://www.vehrcommunications.com)) provides a comprehensive range of services - from corporate communications to crisis communications and from community and public affairs to online communications - to clients in the public and private sector, including the Port of Greater Cincinnati Development Authority, the Cincinnati Museum Center at Union Terminal, Hixson Architects, Engineers & Interiors and the Cincinnati Zoo & Botanical Garden.

Before founding the firm in early 2007, Nick Vehr served as Vice President of Economic Development and Marketing for the Cincinnati USA Regional Chamber of Commerce, the fifth largest in the US. While there, he worked with IPREX partners abroad as he directed the development of a global network of PR firms. Vehr also served for nearly six years as an elected member of the Cincinnati City Council.

Nick Vehr commented: "I've worked successfully with IPREX internationally before and, as our clients engage further with global markets, we will enjoy developing further working relationships with partners around the world. But IPREX is about a lot more than mutual business and we're particularly looking forward to getting involved in the Professional Development program."

The President of IPREX North America, Gwinavere Johnston (JohnstonWells PR, Denver), welcomed Vehr: "While at the Chamber of Commerce, Nick was a frequent world traveler, taking groups of business and political leaders to cities around the world to develop joint business ventures. His perspective and the skills of his team provide a valuable new resource for our partners and clients."

### About IPREX

IPREX ([www.iprex.com](http://www.iprex.com)) is one of the world's major corporations of independent public relations firms. Founded in 1983, its 60 partners have over 80 offices in North America, Europe, the Middle East, and Asia Pacific, with annual revenues of US\$110m. Its 1,000 professionals provide a comprehensive range of services for some of the world's most successful companies.

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