



HOSPITALITY & LIFESTYLE



Communication is Everything
Your message, our commitment.



**Certified
Women-Owned
Business Enterprise**

Baker Public Relations, Inc.
Albany, N.Y. | Pittsburgh, Pa.
megan@bakerpublicrelations.com
www.BakerPublicRelations.com





Baker Public Relations is a female-owned, full-service agency with wide reach. Our potent mix of earned media, partnerships, content creation, strategic influencer marketing and big ideas helps hospitality and food and beverage brands stand out from the competition by focusing on what makes them unique and special. We understand that in the industry, image and reputation is even more important especially in a world where the customer is always right.

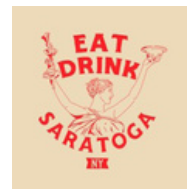
Our portfolio of services includes launching or opening of new properties or restaurants, repositioning newly renovated properties, building influencer engagement and securing media coverage in regional, national and industry trade publications.

Hospitality & Lifestyle Stories We've Told.

Spa *Mirbeau*

Mirbeau
INN & SPA

Daley's
on yates



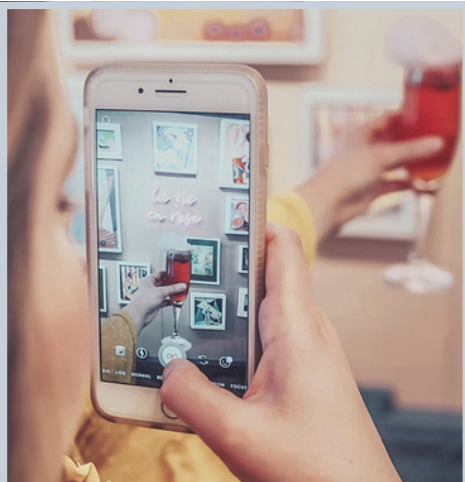
IL FARO
RESTAURANT & BAR



PIZZAIOLO
-PRIMO-



HAUTE
messes
IN DRESSES



"With Spa Mirbeau, we had the unique challenge of creating an entirely new concept in the day spa industry that would fit into a shopping center setting. Messaging was the key to this new concept, as we had to be very careful about how we described it to a market that was both unfamiliar with Spa Mirbeau as a brand, and unfamiliar with what a "Day Resort" was. Teaming up with an agency like Baker PR was critical. They had the inside knowledge of the local area, its demographics, key people, businesses to partner with, and helped us properly describe what Spa Mirbeau was in a way that enticed people to experience it for themselves. Baker PR was also instrumental in media training our key executives and garnering media opportunities to publicize the opening of Spa Mirbeau and the beginning of this new industry concept."

– *Jonathan Dal Pos, partner, Mirbeau Hospitality Services*

"Baker Public Relations was just what we needed to announce and promote the opening of our new restaurant Daley's on Yates. The team was able to guide us through social media promotion, targeted food and beverage tastings with local influencers and bloggers and editorial pieces, all which drove awareness to our new brand and project. They also assisted with the planning and execution of a ribbon cutting and grand opening celebration which was well received by the community."

– *Stephanie Pettit, partner, Daley's on Yates*

"We hired Baker Public Relations in August to assist us with the re launch of our newly renovated hotel culminating in a grand reopening ceremony in January. They did a great job from our first meeting up until the ribbon cutting event. They were very responsive, social media gurus and were there for us along our journey. It was our first time working with a PR firm and we interviewed three before we began our process. They proved to be the best option for us. The contacts they have both with the media and political guests were instrumental in getting the message out about our renovation. The night of our Grand Opening they were invaluable in helping to manage the whole ribbon cutting event. We highly recommend Baker and they would be our first call if we needed a big PR event in the future. We also appreciate how involved they are in the local community."

– *Steve Schifley, CMP, director of sales and marketing, Albany Marriott*

Seen In

TIMES UNION

Hudson Valley

NEW YORK POST

DEPARTURES COSMOPOLITAN The Boston Globe LA WEEKLY

BOSTON Herald

Nation's Restaurant News

Chowhound

mashed

TWO BUTTONS DEEP

Condé Nast Traveler

edible
CAPITAL DISTRICT

BRIDES

TRIB LIVE

DAYSPA

BELLA
MAGAZINE

Forbes

meetings
TODAY