



MEDIA RELEASE

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NBA Heiress Opens Digital PR Agency

Brittney Bogues Partners with Key NBA Personalities to Create “All In PR”

Washington, D.C. (3/28/12) -- All In PR, a full-service public relations firm based out of Washington, DC, opens its doors today with Founder & CEO, Brittney Bogues focused on making an everlasting mark on the sports and entertainment world.

Daughter of NBA Legend Muggsy Bogues and Wake Forest University graduate, Bogues founded All In PR on an old school public relations meets new school electronic media mantra, creating a dynamic 24/7 digital production powerhouse company for professional athletes, music artists, non-profits and creative concepts.

With a focus on branding and the development of post-career ventures for its premiere clientele and an unprecedented commitment to evolving alongside the ever-changing world of digital media, All In PR will continue to stand out among traditional PR Agencies.

“It has been a trying yet exhilarating experience owning and operating my own firm. Combining my passion for sports and public relations makes work not even work. With the digital word growing rapidly, it’s essential to have a team like All In that will assist sports and entertainment personalities and creative concepts by maintaining relevance and opening avenues to connect with your audience says Bogues.”

Bogues understands the core values of traditional press outreach in the form of phone, mail, and in-person pitches, by instilling in her team of media specialists the value of personal connections to further the brands and personalities of All In PR’s clientele.

Having Muggsy Bogues, Floyd Mayweather Jr., Sheila Stewart and Melba’s Restaurant NYC already under its belt, ALL In PR promises to live by its motto of being “committed to quality,

results and individuality. Understanding that no client is the same-- so their message and brand shouldn't be either."

For more information on All In PR please visit www.allinpr.com.

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