# CURA
## STRATEGIES

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# CURA Strategies Goes Global

*DC-Area PR Firm Picks Up Coveted Holmes Report "Global New Agency of the Year Award," Topping Dozens of Agencies from Across the World*

**Washington, DC (October 25, 2018)** – CURA Strategies, a bipartisan integrated public relations and government affairs agency, won the Holmes Report's 2018 Global New Agency of the Year Award at a ceremony in Washington, DC last evening. The firm, started in 2016 by D.C. PR veterans Anne Woodbury and Jeff Valliere, exclusively focuses on healthcare communications and government affairs. This award comes on the heels of being named North American New Agency of the Year earlier this year by the Holmes Report, and signals a shift in the industry from traditional PR to a strategically integrated model that leverages public affairs, government relations, and stakeholder engagement alongside communications to drive change and shape markets.

"Government is the number one influencer in healthcare. Beyond delivering clients excellent communications strategy and execution, our specialty in reaching policymakers is what sets us apart from the many top-notch agencies considered for this award," said CURA's co-founder Anne Woodbury. "We are thrilled that our work and team of professionals has been recognized with this honor. We are 100% dedicated to innovating within our industry, and bringing cutting-edge solutions to our client partners," added co-founder Jeff Valliere.

The Holmes Report is a "must-read" for the global communications industry and has been a vital force for thought leadership in this ever-changing environment. According to the organization, the 2018 Global PR Agencies of the Year selections are the result of an exhaustive research process involving more than 450 submissions and face-to-face meetings with the best PR firms across North America, EMEA and Asia-Pacific.

For more information on CURA Strategies' clients and services, visit www.curastrategies.com.

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