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*The Florida Public Relations Association is dedicated to developing public relations practitioners who, through ethical and standardized practices enhance the public relations profession in Florida.*

**FOR IMMEDIATE RELEASE  
Oct. 10, 2012**

For more information contact: Erick Gill, (772) 462-1791 or [gille@stlucieco.org](mailto:gille@stlucieco.org)

**NOW IS A GREAT TIME TO JOIN/RENEW FPRA MEMBERSHIP**

TREASURE COAST – The Treasure Coast Chapter of the Florida Public Relations Association's (FPRA) is currently seeking marketing, communications and public relations officials to become members for the 2012-13 year. Additionally, the group is reminding all current members to renew their membership before Oct. 31.

Celebrating its 75<sup>th</sup> anniversary, the Florida Public Relations Association is the oldest public relations organization in the United States with 15 chapters statewide.

Becoming a member of FPRA provides an excellent opportunity for all business professionals to learn how to increase their communication skills (both internally and externally) as well as promote their business throughout the community.

The Treasure Coast Chapter has been in existence for nearly three decades and offers a number of benefits to its members, including:

- Professional Development – the chapter's monthly meetings feature a variety of topics from dealing with crisis communications to handling social media.
- Accreditation / Certification – there are two different accreditation programs that can help chapter members advance their professional knowledge.
- Networking – members get plenty of opportunities to meet with other public relations professionals through monthly meetings, social events, community outreach programs and more.
- Professional Recognition – chapter members can have their works evaluated annually at the regional and state level through the organization's Image Awards.

FPRA Memberships start at \$175 annually for individuals. For more information visit: <http://www.fpratransurecoast.com> or contact **President-Elect Shawna Gallagher Vega** at [sgallaghervega@thepineschool.org](mailto:sgallaghervega@thepineschool.org).

Founded in 1984, the Treasure Coast Chapter of Florida Public Relations Association (FPRA) serves the needs of public relations professionals in Martin, St. Lucie and Indian River counties with the goal to advance the profession of public relations, promote high professional and ethical standards and build the reputation of the profession on the Treasure Coast.