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To Increase Diversity in PR Agency & Communications Professional Searches Hispanic Public Relations Association & CommunicationsMatch™ Establish Partnership

HPRA Member Profiles to Be Incorporated into CommunicationsMatch Agency Search Tools To Encourage Inclusion in Agency Hiring Process

NEW YORK, NY, April 23, 2019 – The Hispanic Public Relations Association (HPRA) and CommunicationsMatch™, have established a partnership with the goal of encouraging the inclusion of HPRA members in companies' search process for agencies and professionals.

HPRA members, not already listed, will join the more than 5,000 agencies and professionals searchable on CommunicationsMatch, by industry and communications expertise, location, size, member organization and diverse ownership. CommunicationsMatch will also create a quick search link specifically for HPRA members.

“Our members are among the leading communicators in the industry and should be part of any search for agencies and professionals,” said Erika Sanchez, president of HPRA’s New York Chapter. “Having them on the CommunicationsMatch search platform is an important way to generate visibility, business leads and the type of diverse perspective essential to the success of communications programs.”

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Sanchez discusses the communications expertise and insights HPRA members offer companies, the importance of diverse perspectives in communications, and value of including its members in agency searches in this CommunicationsMatch [Communicators-to-Communicators](#) 3-Minute Insights Video, “[Hispanic Public Relations Association’s Erika Sanchez Discusses Diversity in PR](#)”.

“This partnership with HPRA, facilitated by our partner the National Black Public Relations Society’s New York affiliate, reflects our commitment to helping companies find communications agencies, consultants and freelancers with the specific expertise and diversity of background and perspective they increasingly value,” said Simon Erskine Locke, Founder & CEO of CommunicationsMatch. “We look forward to engaging with other industry organizations representing communicators, and business organizations seeking agencies, consultants and freelancers that match their needs.”

[Click here for a short video on how CommunicationsMatch works](#). In addition to its search platform and search consulting services, CommunicationsMatch’s offers PR opinion survey and Coaching & Development, programmer and developer search tools and resources for the communications industry. The CommunicationsMatch [Insights Blog](#) provides perspective and actionable takeaways on communications issues including diversity. Read [Diversity in Communications: How to Make a Difference Today](#). Visit www.communicationsmatch.com for more information.

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