



FOR IMMEDIATE RELEASE

PMK•BNC FILM DEPARTMENT GROWS WITH ADDITION OF REBECCA FISHER

LOS ANGELES, CA - March 4, 2014 - PMK•BNC announced today that public relations executive, Rebecca Fisher has joined the agency expanding its Film Marketing and Distribution Department as Director of National Publicity. Fisher comes to the PMK•BNC from an 8 year tenure at Block/Korenbrod public relations working on major theatrical and awards campaigns that include has for such celebrated films as “Before Midnight,” “In a Better World,” “A Separation” An Education, “Frozen River” and “Super Size Me,” among others. Previous to Block/Korenbrod she held public relations posts at the Seattle, Sundance and AFI Film Festivals. Fisher will based in PMK•BNC’s Los Angeles office.

“We are so fortunate to have Rebecca joining our team,” stated Marian Koltai-Levine, PMK•BNC’s EVP Film Marketing and Distribution. “She has a wealth of knowledge that makes her the perfect addition to our department. In today’s fluid world of public relations and marketing, having someone with Rebecca’s honed skill-set allows our department to grow with incredible depth of experience.”

PMK•BNC’s Film Department strives to create a home for strategic ideas to intersect with marketing, communications and distribution. The department’s approach to marketing and distribution reflects the team’s prior experience on both the studio and agency sides of the film industry. Recognized for offering clients a complete “outsourced marketing department,” as well as theatrical distribution services and media relations support for all aspects of the film industry, the department’s wide-ranging roster includes production companies, studios, directors, writers and producers.

About PMK•BNC

PMK•BNC is an influential public relations, marketing and consulting agency representing many of the world’s most prominent actors, actresses, musicians, films, production companies, TV properties, authors, content creators as well as leading consumer brands and prestigious special events. The agency employs a staff of more than 250 professionals spanning offices in Los Angeles, New York and London. PMK•BNC thrives on being ahead of the curve and specializes in working with their clients to create ideas which build audiences, increase awareness and engage the consumer through the passion points of pop culture: music, sports, film, television, celebrity, technology, philanthropy, art and fashion. PMK•BNC is a part of the Interpublic Group of companies (NYSE: IPG).

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