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BLAZE PUBLIC RELATIONS TAPS MATT KOVACS FOR EVP/GM ROLE

10+ year LA PR Veteran to Lead Shop

LOS ANGELES, Calif., - (Dec. 19, 2011) – BLAZE, the nationally recognized PR firm that represents leading brands in luxury travel, hospitality, consumer and lifestyle, today announced the appointment of Matt Kovacs, Executive Vice President and General Manager. He will drive new business initiatives, focus on agency growth and work with clients to develop innovative programs in order to achieve successful business objectives.

“Matt’s extensive experience and his passion for promoting consumer brands are essential to foster BLAZE’s growth to the next level;” said BLAZE President and Davies CEO John Davies. “We’re excited to have him join our team during this expansion period of the agency, and his highly creative and strategic PR initiatives will serve BLAZE and our clients very well.”

Prior to BLAZE, Kovacs served as Vice President at Formula Public Relations for over 10 years, managing the sports and entertainment division of Formula’s LA office. His key development and execution of PR social media, influencer marketing, grassroots and promotions for start-up and major international brands alike garnered phenomenal ROI and professional accolades. Kovacs previously served as Marketing Director at Lids and handled Marketing and Communications services at Designs, Inc. He holds a Bachelors of Arts degree from the University of Southern California.

In business since 1990, BLAZE is owned by parent company Davies and is an award-winning, strategic public relations and marketing communications firm with offices and affiliates in Los Angeles, New York, Washington D.C., and Santa Barbara. BLAZE believes in initiating smart conversations that facilitate consumer dialogue with a return to our client's bottom line. Recent awards include two 2010 PRSA PRISM Awards, the 2011 Communicator Award, and the recipient of two 2011 Hermes Awards. For more information, visit www.blazepr.com.

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