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**FOR IMMEDIATE RELEASE**

**Hanna Lee Communications to Offer Free Publicity Seminars to Bartenders as Part of Agency's Giving Back to Spirits Community**

***Ongoing PR 101 Seminar Series to Help Attendees Raise Their Visibility and Jump-Start Their Careers***

**NEW YORK, October 26, 2010**—Hanna Lee Communications, Inc., an award-winning spirits, food, wine, travel and lifestyle PR agency, today announced that it will hold a complimentary seminar series for working bartenders and mixologists that will address the basics of public relations and self-promotion. The first seminar will kick off in January 2011 in conjunction with the U.S Bartenders Guild's (USBG) New York chapter. Subsequent seminars will take place at Hanna Lee Communications' office at 575 Madison Avenue.

The seminars will be led by Hanna Lee, the agency's founder and president, who has 22 years of experience in marketing and PR. She has created and implemented numerous successful PR campaigns and has presented similar seminars at the New York City Business Solutions Center, Institute of Culinary Education (ICE), NYU School of Continuing and Professional Studies, NYU Masters Program in Food Studies, New York Institute of Technology (NYIT) and CUNY's New York City College of Technology.

“With the growing popularity of cocktail culture, savvy mixologists are seeking to raise their visibility, but often can't afford to hire a full-service PR agency,” said Lee. “During my complimentary seminar series, I will share my practical tips that will help these libation luminaries generate their own publicity and take their careers to the next level. This is my way of giving back to a community that I'm passionate about.”

The two-hour seminars will cover understanding the media, being a useful source of information, navigating media interviews, using public relations to build their personal brand, seeking an agent and other topics. The seminars are designed for small groups and will foster in-depth discussions. Those interested in attending the seminars may register via email at [bartenderpr@hannaleecommunications.com](mailto:bartenderpr@hannaleecommunications.com).

**ABOUT HANNA LEE COMMUNICATIONS, INC.**

Headquartered in New York City, Hanna Lee Communications, Inc. is an award-winning agency specialized in wine, spirits, food, travel and lifestyle PR and event management. The agency only represents products and companies that it is passionate about. This outlook drives its well-acknowledged excellence.

Hanna Lee Communications has created a number of successful PR case studies, including the “Truth in Vodka” campaign for Sobieski Vodka that won first runner-up for *PRWeek*’s “Best Consumer Launch of the Year” and was nominated for a SABRE Award, given by *The Holmes Report* based in the U.K. In 2010, the agency’s creativity in promoting the Manhattan Cocktail Classic was recognized by its second SABRE Award nomination. Through its multi-year PR campaign for Mionetto Wines, Hanna Lee Communications contributed to developing the now-popular Prosecco category in the U.S.

Current clients include Leblon Cachaça, Manhattan Cocktail Classic, Terra Andina Chilean Wines, G7 Portuguese Wine Consortium, Gourmet Latino Festival, Conway Family Wines and others. Hanna Lee Communications has distinguished itself by cultivating long-term, trustworthy relationships with clients, key industry influencers, as well as journalists in the trade, lifestyle and consumer media. For more information, please visit [www.hannaleecommunications.com](http://www.hannaleecommunications.com).

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