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# Review

## **SYDNEY AYERS JOINS CHICAGO-BASED ARMENT DIETRICH**

SYDNEY AYERS, APR, a former Principal and owner of Ayers Strategic Public Relations in Denver, has joined Chicago-based Arment Dietrich, Inc.

"The addition of Sydney as Managing Director of our new Denver office allows Arment Dietrich to take a strong foothold in the west," says GINI DIETRICH, Chief Executive Officer. "We're eager to leverage her excellent reputation and abilities to expand our foundation in Denver and beyond."

Ayers brings her expertise in technology, manufacturing, and professional services to Arment Dietrich. Active in the profession, she is an accredited member of the Public Relations Society of America and served as President of the Colorado Chapter of PRSA. She currently is incoming Chairman of the PRSA Counselors Academy and is assisting the Colorado Chapter plan its 50th anniversary celebration.

"I'm thrilled to be a part of the Arment Dietrich team, and I'm really looking forward to capitalizing on the opportunities before us," says Ayers.

RENDALL AYERS, APR, Fellow PRSA, will continue to operate Ayers Strategic Public Relations and Ayers Communications, Inc., as its sole Principal and Owner. In addition to general public relations practice, the firm will focus on issues management and public affairs consulting. Rendall Ayers is a former President of the Colorado Chapter of PRSA and has been elected to the prestigious national College of Fellows through PRSA. He has been in the practice of public relations more than 35 years.

For more information about ArmentDietrich, visit [www.armentdietrich.com](http://www.armentdietrich.com). For more information about Ayers Communications, call 303-237-1163.

