

## THE INSITUTE FOR TURNAROUND (IFT) HIRES LUTHER PENDRAGON FOR PR CAMPAIGN

11<sup>th</sup> October 2010: Luther Pendragon has been appointed by the Institute for Turnaround (IFT) to provide a comprehensive media and public relations programme. The PR campaign, which begins immediately, will complement the European body for turnaround professionals' ongoing bid to raise awareness within the business community and to encourage early support in underperforming businesses.

Founded in 2000 as the society for high quality accredited turnaround executives, the Institute for Turnaround has become Europe's leading professional body for the operational, funding and advisory community. Representing turnaround professionals who are experts at rehabilitating under-performing organisations, the IFT's mission is to create value for all stakeholders.

Simon Whale, Managing Director at Luther Pendragon, said:

"We are delighted to be working with the Institute for Turnaround (IFT) to raise awareness of its excellent work. It is particularly important that companies know about organisations like the IFT during this difficult financial climate.

At Luther we understand what makes a good story, how to break a story and how to manage one and we have a great reputation for delivering real results. We look forward to working with the IFT to raise their profile."

~ ENDS~

### Notes to Editors

Luther Pendragon is one of the UK's leading independent communications consultancies. We manage all types of communications - from media relations and crisis communications, to public affairs and stakeholder relations.

Luther's integrated and issues-led approach ensures that we develop truly effective and informed communication campaigns in the media, across government and politics

and in business. We excel at providing intelligent - yet practical - strategic advice to help protect, defend and promote our clients' reputations, often on tough, complex and sensitive issues.

Today, we have over 50 highly qualified consultants with the skills, knowledge and expertise to develop and deliver effective communications. We draw our consultants from journalism, business, politics and campaigning organisations, ensuring that we are able to assemble teams with the very best experience and capabilities.

Luther's broad client list includes prestigious global corporations, private companies, trade associations, charities and public sector organisations in the UK, across Europe and beyond.

At Luther, we take enormous pride in every aspect of our work, with the exceptionally high client and staff retention records to prove it.

For more information about Luther Pendragon visit [www.luther.co.uk](http://www.luther.co.uk)

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