



# Press Release

December 2009

## **PROTEUS LAUNCHES ENERGY DIVISION**

Proteus Public Relations has launched a new division focused exclusively on the Renewable Energy sector in response to growing client demand and boosted market-sector experience.

The new '*Proteus Energy*' division will focus on providing stakeholder analysis and engagement, as well as strategic media and community campaigns, which will help to counter prejudice and dispel the common myths that surround renewable energy developments.

Proteus is one of the most experienced public relations consultancy's in the UK in terms of planning development and the new Energy division will bring together a multi-award winning communications team, combining their specific industry and local market knowledge across the renewable energy sector network.

The official launch of Proteus Energy took place at COP15 in Copenhagen last week, where Proteus also launched its new digital communications channel, '*Proteus TV*'.

Over the coming months *Proteus TV* will tackle some of the most challenging communications issues businesses face today, providing a regular insight into the vital role that good communication plays in raising awareness, influencing opinion and achieving business objectives.

Paul Davison, Proteus' Managing Director, comments: "We are delighted to announce the launch of both *Proteus Energy* and *Proteus TV*. Over the past year, new and existing clients have expressed an increased need for effective communications in relation to their renewable energy developments. This combined with the UK Government's focus on security of supply and low carbon technologies meant that launching *Proteus Energy* was the next logical step. We have now secured several contracts in both the wind and energy-from-waste sectors, and are expanding into new areas of opportunity such as biofuels, wave and tidal energy."



- ENDS -

For further information, please contact Proteus Public Relations on +441295 279626 or visit our website [www.proteuspr.co.uk](http://www.proteuspr.co.uk)