

New York Celebrated its First National Publicist Day

National Publicist Day held its inaugural event in NYC on October 30th



New York, Nov 2, 2018 (Issuewire.com) - New York City public relations professionals celebrated National Publicist Day on October 30th with the day's founder, Jordanna Stephen. The inaugural event called *Power Up: A Social Mixer to celebrate National Publicist Day*, took place at The Loft in Flatiron from 6-8pm in New York.

The **Loft in Flatiron** is just one of the event's major sponsors. Attendees enjoyed live digital sketching

by **Chic Sketch**, **TruA.G.E.** scanning by **Saving Face**, beverages by **Drink Temple**, snacks by **Blake's Seed Based**, and jello shots from **Original Jel Shot Co.**, and other refreshments. Guests played a custom networking and social media game throughout the night with giveaway prizes sponsored by **Digital Rebel**, **NatureLab. Tokyo**, and **Glam+Go**. Everyone received gift bags by **4imprint**, **Morinda**, **Digital Rebel**, **Original Jel Shot Co.**, **Blake's Seed Based**, and **Footpetals**.

National Publicist Day was founded in 2015 by Jordanna Stephen of Conscious Communications. October 30th was chosen to celebrate because it represents a day in PR history. On October 30th, 1906, The New York Times printed the first press release verbatim by Ivy Lee, also known as the "father of modern PR." This press release, called *A Statement from the Road*, was in response to a tragic railroad accident by his client, the Pennsylvania Railroad. Knowing this history of the press release and being a publicist, Jordanna thought it would be nice for publicists to have a day of appreciation. "Public relations is not an instant-gratification career. We work hard behind the scenes for our clients and National Publicist Day is for all publicists, no matter your industry, to be publicly appreciated and recognized not only by your clients but also from your fellow publicists for what we do to improve brand to consumer communication. It's a day just for us to come together," she quotes. National Publicist Day also encourages brands that do not currently have a publicist to look into the benefits of having one on their team and research a firm or freelance publicist that is right for them.

For more information about National Publicist Day, please visit: www.nationalpublicistday.com

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