



FOR IMMEDIATE RELEASE

MEDIA CONTACT:
Nicole Cross, HKA, Inc.
(714) 426-0444
nicole@hkamarcom.com

**HKA, Inc. Announces Kevin Twer as Senior Vice President
At Tustin-Based, Award-Winning PR Agency**

(TUSTIN, Calif., Nov. 4, 2010) – [HKA, Inc. Public Relations](#), an award-winning agency noted over the past 26 years for its high-level strategic counsel and results-oriented tactical support, announces the addition of Kevin Twer as senior vice president.

Twer, in the newly created position of senior vice president, is playing a key management role in the operations and expansion of the firm, according to HKA Founder and President Hilary Kaye.

“HKA has demonstrated remarkable long-term resiliency through economic conditions of all types. Similarly, we have helped our clients weather challenging times, as well as leverage the boom times,” noted Kaye. “We are now focused on moving our agency to a new level and adding Kevin to the executive management team provides an added layer of strategic support for all of HKA’s clients.”

Kaye added, “Kevin began working with our firm earlier this year and already has used his strategic creativity and big-picture vision to significantly enhance HKA.”

Twer, a seasoned public relations practitioner with more than 15 years experience to his credit, maintains a strong leadership background in public relations. He previously held management positions at Irvine-based Hill & Knowlton, Inc. and Paine PR, where his senior-level responsibilities included crisis communications, reputation management, media relations and brand strategy, to name a few. A former news writer, Twer, a Tustin resident, has been a contributing editor at *Orange Coast Magazine* and a staff writer at the *Irvine World News*. He holds a bachelor’s degree in communications/journalism from California State University, Fullerton.

“As a longtime Orange County resident and PR professional, HKA’s history as a thriving Orange County-based public relations firm is inspiring, as are the people who make it run so successfully today,” said Twer. “I feel fortunate to call HKA my professional home, to view those at the forefront of its accomplishments as my colleagues and I’m looking forward to contributing to the agency’s future growth.”

About HKA, Inc.

HKA, Inc., an award-winning public relations agency based in Tustin, Calif., has garnered a reputation for excellence from clients, vendor partners and the media, and has achieved a significant track record since 1984. Founded by former journalist Hilary Kaye, HKA instills professionalism and integrity into every campaign, project and client relationship, successfully enabling agency partners to leverage marketing and communications strategies to support critical business objectives. HKA clients enjoy the experience and collaborative resources of a larger PR agency, coupled with the customization and superb attention of smaller firms. HKA's "best of both worlds" approach typically reaches emerging growth through middle-market companies in a wide variety of industries, encompassing publicly held, private and non-profit organizations. For more information: visit www.hkamarcom.com or call (714) 426-0444. HKA's social media channels include: @HKA_PR, www.facebook.com/HKApr, and the firm's blog InsightsOut at www.hkamarcom.com/blog/.

###