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**Nick Kopinga, APR Joins HKA, Inc.  
as Senior Public Relations Specialist**

TUSTIN, Calif., July 7, 2011– [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, has hired Nick Kopinga, APR as senior public relations specialist.

Kopinga will provide strategic direction and day-to-day management for the agency’s growing roster of business-to-business, consumer and nonprofit clients, according to HKA Founder and President Hilary Kaye.

“HKA’s longstanding success, especially during challenging economic climates, results from our sustained ability to provide high-level counsel, creative programming and measurable results that directly impact our clients’ business,” said Kaye. “Nick’s diverse skill set, including local industry expertise, media relations acumen and strategic brand-building abilities, further expands our comprehensive service offering and aligns with our commitment to unparalleled client service.”

Kopinga joins HKA with a breadth of experience in public relations and marketing. He previously held management positions with two notable local agencies, overseeing media relations, branding, advertising, interactive and social media campaigns for some of Orange County’s most prominent organizations. He also has experience as a Wall Street research analyst, covering publically traded healthcare and biotechnology companies.

“HKA has been among Orange County’s most innovative and results-oriented agencies for more than two decades,” said Kopinga. “I am joining a strong team and will focus my efforts on furthering HKA’s already sterling reputation of excellence in public relations and participating in its long-term growth.”

The Irvine resident holds a master’s degree in corporate public relations from Boston University’s College of Communication. He is Accredited in Public Relations (APR) by the Public Relations Society of America (PRSA), and his work has been recognized with multiple

PROTOS awards – given annually by the Orange County chapter of the PRSA for excellence in communications.

**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](http://www.hkamarcom.com) or call (714) 426-0444. HKA’s social media channels include: @HKA\_PR, [www.facebook.com/HKApr](https://www.facebook.com/HKApr), and the firm’s blog InsightsOut at [www.hkamarcom.com/blog/](http://www.hkamarcom.com/blog/).

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