

Heather B. Freeman

Heather Freeman has been involved with publicity work in the food, lifestyle and hospitality industry for over two decades. Since 1984, she has been a presence in Washington, D.C. working in the public relations arena, and in 1994, Freeman launched her own business as an independent media consultant. Prior to becoming a consultant, Freeman worked for several four-star hotel companies as the director of public relations. In this capacity she was responsible for executing special events, creating and managing media plans, as well as directing publicity campaigns, many of which benefited nonprofit organizations.

Freeman has orchestrated several highly publicized restaurant, hotel and retail openings in Washington, DC such as Pearl Dive Oyster Palace, El Centro D.F., Bibana, Masa 14, AGAINN, Kellari Taverna, Potenza, BRABO by Robert Wiedmaier, BOURBON STEAK by Michael Mina, Brasserie Beck, Rasika, Blue Duck Tavern at Park Hyatt Washington, Co Co. Sala, Fogo De Chao, Zaytinya, Zola, Zola Wine & Kitchen, Jaleo, Oyamel, Dino, Hank's Oyster Bar, Marcel's, and the Sofitel at Lafayette Square.

Her work includes fashion clients such as Salvatore Ferragamo and Shiseido, and wine clients such as New Zealand Wine Growers, Pas Robles Wine Country Alliance and the California Wine Institute. Destinations such as the state of South Carolina, Easton, Maryland and Georgetown have contracted with her firm to gain exposure in the regional marketplace and with national press outlets.

Client placements include features on/in: **Food Network, NPR, Food Arts, Wine Enthusiast, Esquire, Diversion, Town & Country, Southern Living, Wall Street Journal, Nation's Restaurant News, Bloomberg News, Washingtonian, Washington Business Journal, The Washington Post, The Washington Times, Capital File, DC Modern Luxury, The New York Times, National Geographic Traveler, Delta Shuttle Sheet, Elle, Vanity Fair, USA Today, In Style, Associated Press, American Way, Wine Spectator, Gourmet, Food & Wine, Bon Appetit, Saveur, Chef, Vegetarian Times, Travel & Leisure, Miami Herald.** Her ongoing restaurant projects include wine and beer dinners, fashion show and product launch events, sushi etiquette classes, guest-chef appearances, and cookbook author promotions. These happenings are regularly featured in the media.

Heather Freeman has also conducted highly publicized special events, including the Wine Caucus' Vintage Affair in Washington, DC to benefit Children's National Medical Center; the renowned International Gold Cup steeplechases, in The Plains, Virginia and Georgetown's 250th Anniversary Celebration in Washington, DC. She has also assisted

supporting the PR efforts for DC Central Kitchen's popular Capitol Food Fight with celebrity chef José Andrés.

Beyond creating promotional campaigns and obtaining media coverage for clients, Freeman has also been a contributing writer for *Car & Travel/AAA World Magazine*, *Washingtonian*, *Restaurant Digest* and *Association Management* magazine. A native of South Carolina, Heather Freeman pursued an art history degree, with Italian Renaissance and Pre-Columbian cultural concentrations, at Sweetbriar College in Virginia and the University of Georgia, where she graduated with top honors.

Current Client List

|1789 Restaurant|
|701 Restaurant|
|Addie's|
|AGORA|
|Ardeo+Bardeo|
|Bibiana Osteria Enoteca|
|Black Market Bistro|
|Black's Bar & Kitchen|
|BlackSalt Fish Market & Restaurant|
|Bombay Club|
||Cuba Libre Restaurant & Rum Bar|
|Hank's Oyster Bar|
|Jaleo|
|Legal Sea Foods, Inc|
|Masa 14|
|Oval Room|
|Oyamel|
|Pearl Dive Oyster Palace & Black Jack|
|Rasika|
|Zaytinya|
|Zentan|

Previous PR Projects:

Mixt Greens
Bistrot Lopic
Brasserie Beck
BRABO by Robert Wiedmaier
BOURBON STEAK by Michael Mina, Washington, D.C.
Kellari Taverna, Washington, D.C.
Mandarin Oriental, Washington, D.C.
Four Seasons Hotel, Washington, D.C.
Westin Hotel, Washington, D.C.
ANA Hotel, Washington, D.C.
The Grand Hotel, Washington, D.C.
The Hay-Adams Hotel
Sofitel Lafayette Square
Austin Grill
Red Sage
Sea Catch
Marcel's
matchbox
Blackie's
Watergate Salon
The Rail Stop Restaurant
La Perla
Washington Plaza Hotel
The Henley Park Hotel
Morrison-Clark Inn
Hotel Lombardy
Georgetown's 250th Anniversary
Impact Design, interior design firm
The Old Dominion Brewing Company
The International Gold Cup
The Greater Washington Society of Association Executives
The Government of Alberta, Canada, Tourism Department
The Sanderling Resort & Spa
Car & Travel magazine
Association Management magazine
Elodie French Beauty Spa
LEFTBANK, Washington DC
City of Georgetown
Salvatore Ferragamo
Sushi-Ko
Fogo De Chao
Maggiano's Little Italy
Dino restaurant
California Wine Institute
Co Co. Sala
Primi Piatti
Shiseido
Sweetgreen
Blue Ridge
Sonoma
Michael Mina Bourbon Steak