

Heather Freeman

Media & Public Relations, LLC

Heather Freeman Media & Public Relations is a boutique public relations firm which specializes in the travel, lifestyle and hospitality industry. Since 1994, Freeman has been a media consultant to destinations such as Georgetown in the District of Columbia, Easton, Maryland and the State of South Carolina. Her PR outreach covers restaurants, resorts, hotels and spas based in Washington, D.C. the Carolinas and Florida, and the company's portfolio of clients includes many top-of-mind restaurants. Freeman Media & Public Relations has launched many of these projects, and it has been instrumental in arranging chef participation at the renowned James Beard House in New York.

Hotel openings and launches have also been part of the Freeman team's forte including The Westin Hotel, the ANA Hotel, the Mandarin Oriental Washington, DC, The Park Hyatt and The Sofitel Hotel in Washington. The firm has also consulted for the Hay-Adams Hotel, Classic Hospitality's collection of boutique hotels, The Raleigh Marriott City Center and the Sanderling Resort & Spa in Duck, North Carolina.

Projects in Florida include clients such as the Portofino Bay Hotel, a Loews Hotel, at Universal Studios Escape. Freeman also coordinated the press efforts for The Luggage and Leather Goods Manufacturers of America's annual convention, held in Orlando. Both projects received outstanding coverage via radio, television and print outlets in the Florida marketplace, as well as their industry publications.

Fashion and wine-related projects have also been a focus for the firm. Salvatore Ferragamo's opening in McLean, Virginia was a successful launch effort and Shiseido has utilized services for two product launch campaigns in the Washington marketplace. Wine clients include New Zealand Wine Growers, Pas Robles Wine Country Alliance and the California Wine Institute.

Freeman has also worked internationally for Alberta, Canada organizing media familiarization trips in the Washington, Chicago and New York media hubs. She has also assisted the Grenada West Indies government with designing a spice festival for promoting tourism during the summer season.

Heather Freeman Media & Public Relation's area of expertise is finding the story for each client. The firm is also recognized for creating newsworthy events and building partnership opportunities for companies to enhance their image, and positively impact their profitability.