

# O'DWYER'S **PR SERVICES** REPORT

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## Profiles of Beauty & Fashion PR firms

**AMSTER-YOUNG PUBLIC RELATIONS**  
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**Karen Amster-Young, *President***  
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Amster-Young PR is a full-service marketing communications and PR firm with experience in design/fashion, hospitality/travel, business-to-business, consumer products, sports and toys.

For the recently formed marketing organization, Wallpaper Council, AYPR provides media relations, event planning and newsletter development.

In February, AYPR coordinated a press luncheon entitled "Nothing brings a room together like wallpaper," announcing the formation of the Council. Forty-five journalists were in attendance resulting in coverage in the *New York Times*, *Design Times*, *Family Circle*, *House Beautiful* and *AP*.

For CNN Style Editor, Elsa Klensch, the firm helped coordinate the syndicated weekly column, "Elsa Klensch's Style" featuring the latest in fashion and beauty.

For the Southport Westport Antiques Show, AYPR helped expand the show's image beyond Connecticut to a national audience. Special guests included interior designers Albert Hadley, Jeffrey Bilhuber and Lady Henrietta Spencer Churchill.