



**FOR IMMEDIATE RELEASE**

**CONTACT:**

Kat Calbes / Lynée Hastings

310-395-5050

[kcalbes@blazepr.com](mailto:kcalbes@blazepr.com)

[lhastings@blazepr.com](mailto:lhastings@blazepr.com)

## **BLAZE PUBLIC RELATIONS ANNOUNCES NEW HIRES**

*BLAZE, a Nationally Recognized PR Agency Continues to Grow with Two New Staff Members Added to their Team of Excellence*

**LOS ANGELES, Calif., - (Nov. 7, 2008)** – BLAZE, the nationally recognized PR firm that attracts compelling and aggressive consumer brands in luxury hospitality, travel, real estate and lifestyle, today announced the addition of two employees.

Lisa Cesaro joins as an Assistant Account Executive providing account support on clients including Viking River Cruises, Grand Velas and the Oaks at Ojai. With more than 10 years of experience in the hospitality industry, Cesaro is no rookie to the field. She joins the BLAZE team from The Ritz-Carlton in Marina del Rey, Calif. where she held the role of Public Relations Manager and was named Employee of the Quarter in 2006. Her hospitality career began in operations with the Marriott brand in 1997. Cesaro holds a Bachelors degree in Journalism from California State University Northridge with an emphasis in public relations. Originally from Michigan, Cesaro has resided in Southern California for the past 13 years.

Also new to the BLAZE team is Lynée Hastings. As an Account Coordinator she provides account support on clients such as and Dolce Hotels and Resorts, Grand Velas All Suites Resort & SPA and Le Merigot, a JW Marriott Resort and Spa. Previously, Hastings worked at the Pacific Design Center in West Hollywood, Calif., as a sales associate and marketing coordinator for a luxury showroom showcasing furniture, lighting and textiles to

designers. She holds a Communication and Art Studio degree from Coastal Carolina University. Hastings is a Los Angeles native.

BLAZE is owned by parent company DAVIES Communications and together with DAVIES offers a powerful combination of public affairs and corporate and consumer public relations for clients throughout North America, as well as international clients targeting U.S. audiences. DAVIES, which has offices in Santa Barbara, Sacramento, Washington D.C. and Los Angeles, is a nationally recognized strategic communications firm with a strong public affairs expertise. Combined, the firms have more than 40 professionals, and are highly ranked by *O'Dwyers* and *PR Week*.

###