

Sarah Hall Joins BlueSky as Account Manager

by Gail Chiasson
Sep 28, 2007

Sarah Hall has joined **BlueSky Communications Inc.**, a Toronto-based public relations and marketing communications firm, as account manager, bringing the firm's team to eight members.

"During our five years in business we've steadily grown our client base and team of media relations consultants, designers and writers," says **Cathy-Anne O'Brien**, CEO, BlueSky Communications. "With her combination of marketing and PR experience, Sarah is an ideal fit to our team, particularly as more of our clients are demanding a fully integrated approach to their communications programs."

Prior to joining BlueSky, Hall was national public relations coordinator with the law firm Borden Ladner Gervais LLP.

Hall will work on various client accounts, including **Ryerson's Chang School, Bell, The Mattam Group, SpeechScience** and **Connected Parenting**. Her responsibilities will include overseeing daily client activity and implementing media relations campaigns.

Founded in 2002, the BlueSky team includes both marketing and public relations professionals, designers, writers and Web programmers whose approach to communications is intrinsically linked to where a company wants to bring their business.