



## NEWS RELEASE

**Rick Dunlap, Public Relations Director**  
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### Regional Visitors Bureau Public Relations Director Earns Accreditation in Public Relations (APR)

**Harrisburg, PA** (Nov. 12, 2019) - Rick Dunlap, PR Director for the Hershey & Harrisburg Regional Visitors Bureau since 2009, earned an Accreditation in Public Relations (APR) certification in November 2019 from the Universal Accreditation Board (UAB) and the Public Relations Society of America (PRSA).



The intensive APR certification program took Dunlap nearly a year to complete and he now joins only 4,500 other active and accomplished public relations professionals worldwide who currently hold this internationally recognized universal Accreditation certification.

The multi-tiered process required to earn APR certification integrates timeless communication principles with contemporary strategies, tactics, and practices. The program focuses on the areas of Research, Planning, Implementation, Evaluation, Leadership, Relationship Management, Ethics, Law, Issue and Crisis Management, Communications Models and Theories, and the History of the profession.

Dunlap is currently an active member of the PRSA Central PA Chapter, which has one of the highest rates of APR members in the country and is nationally recognized for its strong Accreditation in Public Relations training programs. Chapter members actively lead training sessions locally and nationally, coaching and mentoring candidates through the rigorous process of attaining the APR mark of distinction.

To learn more about the Central PA Chapter and how to enroll in the APR process, please contact Jason Kirsch, APR at [jkirsch@prworksinc.com](mailto:jkirsch@prworksinc.com).

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#### ABOUT VISIT HERSHEY & HARRISBURG

Visit Hershey & Harrisburg is the official non-profit partnership-based Destination Marketing Organization (DMO) leading economic growth through destination sales, consumer marketing, public relations, and tourism development in Dauphin County, Pennsylvania. The organization, accredited by Destinations International since 2010, is committed to actively marketing the tourism assets in the Hershey & Harrisburg Region to business and leisure travelers both domestic and international. The bureau also leads regional sales efforts to attract meeting and event organizers, sporting event producers, and group tour leaders. Our online media resource center includes Story Ideas, Regional Round-Ups, FAM Tour Itineraries, Media Policies, and an Image Gallery with high-resolution photos that can be easily reviewed and downloaded by media. For more info: [VisitHersheyHarrisburg.org](http://VisitHersheyHarrisburg.org) or 877-727-8573.