

TO: jon.chesto@globe.com

SUBJECT: Local Firm Innovates Traditional PR

matter

NEWS RELEASE

For Immediate Release

March 14, 2022

Local Firm Puts A Competitive Twist on Traditional PR

Sharing Matter's story through a new and exciting medium: a book entitled "Why We **Matter**: Our Story"

BOSTON, Mass. – Boston communications firm, Matter Communications published their narrative: "Why We **Matter**: Our Story" The firm's new venture details the trials, tribulations, and ultimate successes of Matter Communications since its inception in 2003. Whether they are PR fanatics or just want to pick up a good story, readers will get a peek into the inner workings of the communications firm that is responsible for telling the stories of brands we all [know](#) and [love](#) thanks to the release of the narrative.

"I believe in good people. Everything else will follow" is Matter Communication's founder and CEO, Scott Signore's motto. Signore tells [PR Week](#) the book is "about who we are and why we are so successful. We started Matter almost 20 years ago and there's a reason why we have grown into who we are today- a mixture of good people, good business, and a unique passion for what we do."

The official release date for "Why We **Matter**: Our Story" is May 1 and will be available online and in-stores. In the meantime, Matter Communications is pre-releasing their short story to an exclusive list of people and organizations, to sign up for this list view [their website](#) for more information.

Signore founded Matter Communications in Boston, Massachusetts, in 2003. Since then, Matter has opened six locations across North America and employs 250+ driven PR professionals.

###

For More Information:

Sidney Stull

Public Relations Director

(805) 796-3527