Cutting Edge PR get appointed by FNB Zambia

FNB Zambia announced yesterday, 6 September 2011, that it will again partner with Cutting Edge PR to handle its communication affairs in Zambia. The agency will guide and assist FNB in all its local strategic communications issues, internally and externally and will include media relations management on behalf of FNB in the country.

At the announcement of the appointment in Lusaka, CEO of FNB Zambia, Sarel van Zyl stated that, "it is important for FNB to work with Zambian owned companies in creating better strategic communications relationships in the Zambian business environment."

Founder and principle consultant at Cutting Edge PR, Mildred T Kaunda says she is pleased to be associated with the banking brand, "The new relationship with FNB Zambia, adds to an honourable list of corporate clients that Cutting Edge PR has secured important and strategic communications assignments, since its founding six years ago."

van Zyl also stated that FNB had previously worked with the company and added, "Cutting Edge PR displayed the ethos and professionalism associated with strategic communications practice and for this reason, we welcome a longer term relationship with the local company."

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