

HISTORIC SAVANNAH FOUNDATION APPOINTS LESLEY FRANCIS PUBLIC RELATIONS

SAVANNAH, GA – Sept. 14, 2017 – Historic Savannah Foundation (HSF) announces the appointment of Lesley Francis Public Relations (LFPR) as marketing partners. Lesley Francis and her team are working closely with Historic Savannah Foundation and will be responsible for media relations, social media, event planning, copy writing and other strategic marketing initiatives.

Historic Savannah Foundation saves buildings, places and stories that define Savannah's past, present, and future. Following its formation in 1955, HSF started a Revolving Fund to save endangered historic properties, now totaling nearly 370 buildings throughout several of Savannah's historic districts. HSF has grown into one of the most respected local preservation organizations in the country — emphasizing not only the protection of individual historic buildings but also the revitalization of blighted neighborhoods. HSF demonstrates the cultural, social and economic benefits of preservation as good public policy by proving that preservation and progress go hand-in-hand.

British-born Lesley Francis is a graduate of the University of Bristol (England) and has extensive marketing experience. In 1998, Lesley founded hsdcommunications, an award-winning, London-based agency that she grew from one person to a UK top 25 PR firm. She sold her business in 2007 to Gyro International, a global group with offices in 11 countries, and ran their worldwide PR division before relocating to the United States, where she became a naturalized American citizen and founded LFPR in 2009. Her public relations agency specializes in non-profit organizations as well as local businesses.

“Those who have visited or live in Savannah know that preservation is crucial to our economy and quality of life. Simply put, it is what makes our city different from any other in America. HSF is proud to be a big part of that and we’re ready to tell our story,” HSF President and CEO, Daniel Carey, said. “We are pleased that LFPR will become an extended part of our team as we aim to raise awareness for our organization and our important mission through new platforms and previously untapped resources.”

For more information about Historic Savannah Foundation, please visit www.myhsf.org. To learn more about Lesley Francis PR, please visit www.lesleyfrancispr.com.

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For media inquiries, please contact Hollie Barnidge at hollie@lesleyfrancispr.com or 912-272-8651 or Lesley Francis at lesley@francis.com at 912-429-3950 or the team at 912-417-LFPR (5377).