



Press release

January 9, 2019

Again, XLR8 is Public Relations Consultancy of the Year

For the second consecutive time, XLR8, one of West Africa's leading Public Relations and Communications Management consultancies, has emerged as the "Public Relations Consultancy of the year, 2018." This was the verdict of the Lagos State Chapter of the Nigerian Institute of Public Relations at the 2018 edition of its annual Lagos Public Relations Industry Gala and Awards (LAPRIGA).

This award is following closely on a similar Presidential award by the Nigerian Institute of Public Relations in 2017 that proclaimed XLR8 as public relations practitioner of excellence and the "Best corporate public relations consultancy of the year 2017." That award was issued by the president and chairman-in-council of the Nigerian Institute of Public Relations.

Stating the criteria for the recent award, Mr. Olusegun McMedal, Chairman of the Lagos State Chapter of the NIPR, said "XLR8 won the award after a rigorous survey proved that XLR8 was ahead of its peers, on the basis of parameters ranging from creativity, employee relations, service delivery, relevance in the industry, processes and usage of technology for a variety of communication projects which deliver the desired outcomes for its clients".

Mr. Calixthus Okoruwa, Chief Executive Officer of XLR8, thanked the organizers for the recognition and dedicated the award to "our cherished clients" and his colleagues at XLR8. "We are extremely honoured to be receiving such an important award from no less an authority than the Nigerian Institute of Public

Relations.” He added that “While we are eminently grateful for the recognition which our work continues to earn our organization in respectable professional circles, we must thank our clients who repose so much trust and confidence in us and empower us with the wherewithal to do great work.” Okoruwa also expressed appreciation to his colleagues adding that “The award is also dedicated to my colleagues in XLR8 whose combination of ebullience, diligence and commitment to excellence would make any CEO proud.” The award, he assured, would help to spur XLR8 even further in its never-ending quest for excellence in every facet of its operations.

Since inception more than 14 years ago, XLR8 has consistently distinguished itself by the quality of its work. Consequently, it is a favourite destination of leading organizations including globally-renowned brands seeking excellent counsel and implementation expertise as to how best to profitably navigate the environment. Its clientele base cuts across technology and telecommunications, fast moving consumer goods, banking and financial services sector, agriculture, the public sector and others.

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