

Boxcar PR acquires CrisisRelations.com, an Online Crisis Communication Portal

Continues on aggressive growth trajectory, energizes commitment to the Crisis Relations, Management and Communications market and extends leadership as premiere provider reputation management.



Louisville, Jan 31, 2019 (IssueWire.com) - Boxcar Public Relations announced Wednesday the acquisition of CrisisRelations.com, an online crisis communications portal powered by full-featured, innovative crisis management web solutions, training platforms, and monitoring services. Together, the two companies will apply their combined 360° approach to prepare and train brands for a potential crisis, mitigate the damage during a crisis, repair a brand's reputation and monitor all activities through their proprietary dashboard.

“As we looked at the needs of our current clients, and listened to our newest client’s concerns, it made sense to offer an online monitoring, training and management service,” said Bob Gunnell, Owner and President of [Boxcar PR](#) “The first four weeks of 2019 have already been crisis relations-heavy. This acquisition was perfect timing.”

Boxcar acquired CrisisRelations.com's Intellectual Property (IP), online training & tracking tools, back-end technology and the actual domain name (crisisrelations.com) from eCatalyst - business development and brokerage company. The purchase amount was not disclosed.

As part of the acquisition transition, three CrisisRelations.com staff members are working with Boxcar: one physically located at Boxcar and two from out-of-state locations.

The acquisition of CrisisRelations.com, its services and staff were part of Boxcar’s strategic plan to enhance the crisis relations and communications services it already provided its clients.

The CrisisRelations.com website was originally established in 2012 as a portal for training military public relations officers and staff. Within its first year, CrisisRelations.com continued to improve its services and offerings for clients in the government, military, hospitality, medicine, medical device, start-ups, alcohol, tobacco, retail, public affairs, appliance, industrial, video, tech, auto, tourism, non-profits, sports, entertainment, food, C-level executive, finance, business management and home products categories.

About Boxcar PR:

At [Boxcar](#) you’ll find seasoned communications professionals, young emerging talent, graphic designers, public relations hacks, political junkies and everything in between. We are a premier boutique agency for small businesses + multinational brands alike. Our team is diverse and so are our talents. We have four offices - Louisville, KY, Lexington, KY, St. Paul, MN and Washington, D.C. Visit [Boxcarpr.com](#) to take a closer look at our team and talents and connect with us on social!

Media Contact

Boxcar

boxcar_press@boxcarpr.com

5028052007

2906 Eastpoint Pkwy, Louisville, KY 40223

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