



**For Immediate Release**

## **The JPR Group Certified as Women’s Business Enterprise by the State of New Jersey**

**Montclair, NJ (February 1, 2021)** -- The JPR Group, an award-winning Public Relations and Marketing Communications firm, today announced its certification as a Women’s Business Enterprise (WBE) by the State of New Jersey.

“We are very proud to receive the WBE certification,” said Jeanine Genauer, Principal, Chief Communicator of the JPR Group, LLC. “The WBE designation demonstrates a commitment to fostering diversity and enhances opportunities for small diversity businesses to play a major role in local and national organizations.”

A WBE is a woman owned and controlled company that meets the criteria established by NJ A.C 17:46 Act, promulgated by the New Jersey Commerce Commission to ensure equal opportunity for minority and women's businesses. The Act maintains that fostering diversity and encouraging the continued health of Minority Business Enterprises (MBEs), Women Business Enterprises (WBEs), and other socially or financially disadvantaged entrepreneurs is vital to the growth and stability of New Jersey’s economy.

Specializing in public relations, marketing communications, and social media marketing, The JPR Group develops and implements strategic public relations campaigns and marketing solutions, serving clients in a broad range of industries from local start-ups to nationally established brands. Expert services include content creation, media placements, influencer engagement, generating award recognitions, diversity and crisis communications, and strategic communication plans.

The JPR Group has been recognized as a Leading Brand Builder by Leading Women Entrepreneurs and is a recipient of the New Jersey Monthly Magazine's Great Oak Award for charitable and nonprofit work.

The JPR Group is located at 80 Park Street, Montclair, NJ 07042. To contact Jeanine Genauer, email [jgenauer@jprgroup.com](mailto:jgenauer@jprgroup.com) and visit [www.jprgroup.com](http://www.jprgroup.com).

### About the JPR Group LLC

Serving clients and driving brand awareness for over 20 years, the JPR Group offers strategic, responsive, and personalized public relations and marketing solutions. We are a hands-on group of highly motivated communications professionals specializing in public relations, marketing communications, and social media marketing. Our reputation is built on building the reputation and success of our clients, from the grassroots to national acclaim. For more information or to learn about how we can enhance your brand or organization please contact [info@jprgroup.com](mailto:info@jprgroup.com) or visit [www.jprgroup.com](http://www.jprgroup.com).