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**B2 Communications “pARTners” with  
Tampa Bay Businesses for Culture & the Arts**  
*Public relations agency supports arts education and culture in Tampa Bay*

TAMPA, Fla. (August 5, 2015) – B2 Communications is the newest Tampa Bay Businesses for Culture & the Arts (TBBCA) “pARTner,” a sponsorship that will support arts education, local artists, cultural events and arts organizations in the Tampa Bay area.

TBBCA’s pARTners provide valuable support for TBBCA programs, such as Chalk Walks, Call to Artists, and the Impact Awards, which honor businesses and individuals for their exemplary leadership and contributions to Tampa Bay’s arts and cultural community. The Impact Awards fundraiser benefits arts education through The Charlie Houchell Art Stars Scholarships. TBBCA pARTners also participate in special Cultural Encounters, raising awareness, engagement and support of local arts and cultural institutions.

“B2’s support and participation as a pARTner will have a significant impact on TBBCA, and in turn, the community,” said Susana Weymouth, TBBCA’s executive director. “We are pleased to have their support as we promote arts and culture in the Tampa Bay area.”

Supporting the arts is a passion for B2’s principals Missy MacFarlane and Kyle Parks. The public relations agency is currently working with Commercial Real Estate Women (CREW) Tampa Bay to publicize a public art program that will involve sculptures of historic streetcars. B2 has also worked with the Ybor City Museum Society to promote its annual Buildings Alive! Ybor City Architecture Hop, where visitors tour and learn about the architectural styles of Ybor City’s unique buildings.

Community involvement is important to the agency. Its team members are involved in the Tampa Bay chapters of Urban Land Institute (ULI), American Institute of Architects (AIA), Public Relations Society of America (PRSA), Best Buddies, and Florida Public Relations Association (FPRA), along with the University of Tampa’s Board of Fellows, St. Petersburg Chamber of Commerce’s marketing committee, High Hopes in High Heels and Ekhos.

As part of its pARTnership, B2 will participate in TBBCA’s Arts in Lobbies program, which showcases local artists’ work in pARTners’ offices.

**About TBBCA**

TBBCA is a non-profit organization founded in 1989. It remains today one of 12 affiliate organizations in the U.S. of Americans for the Arts. TBBCA’s mission is to unite area businesses to champion arts and culture for a prosperous community because “the arts are good for business and business is good for the arts.” Through innovative pARTnerships and sustainable programs like Call to Artists, Cultural Encounters, Chalk Walk and The Charlie Houchell Art Stars Scholarships, TBBCA provides valuable funding support for artists and art education, and builds awareness of arts and culture as important economic drivers in our community and essential contributors to our quality of life. For more information, visit [www.TBBCA.org](http://www.TBBCA.org).

**About B2 Communications**

B2 Communications helps clients communicate with those that affect their organizations, creating and executing wide-ranging, client-specific programs that may include such professional communication services as: media relations, community/industry relations, direct outreach, content development, and message coaching. Among its clients: Colliers International Tampa Bay, Central & Southwest Florida; Colliers International South Florida; Sunstar Paramedics; Ybor City Development Corp.; USAmeriBank; Halpern Enterprises; Revenue Management Solutions; SPCA Tampa Bay; Premier Eye Care; St. Petersburg Free Clinic; and Fisher & Phillips. For more information, visit [www.B2communications.com](http://www.B2communications.com).