

# Wired Communications twins with Athene Communications in the UK

In an arrangement that allows both companies to share experiences and employees to develop new ways of working, Cape Town PR and communications agency, Wired Communications has twinned with PR and communications consultancy Athene Communications, based in Cambridge, UK...

Richard Astle, MD of Athene Communications, said, "I came up with the idea after talking to my team about how we can develop our expertise. We thought it would be beneficial to link up with an agency from another country of a similar size and outlook to ourselves.

"I looked around for a PR agency or consultancy to match these criteria and found Wired Communications. I am impressed with its company vision and look forward to this exciting new partnership, which I'm sure both companies will learn a great deal from."



Richard Astle, Managing Director of Athene Communications and Karey Evett, Owner/Director of Wired Communications

Athene Communications currently has 15 employees and works with a wide range of clients from across the UK, including Royal HaskoningDHV, Hopkins Homes, ABAX and Larkfleet Group. Wired has a similar scope to its client base with a specialism in consumer PR, working with a range of lifestyle consumer brands, as well as some B2B and retail clients.

Karey Evett, owner of Wired Communications, added, "We are enjoying the engagement with Athene - I think we can learn and share valuable lessons and experiences from such a professional agency. Maybe we will even get to meet face-to-face but meanwhile our regular Skype meetings are vibrant, fun and inspiring. This 'twinning of agencies' is such a great idea, it's a wonder more agencies don't do it. We feel very lucky that Athene found us."

For more information, go to [www.wiredcommunications.co.za](http://www.wiredcommunications.co.za) or [www.athene-communications.co.uk](http://www.athene-communications.co.uk).

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