

THE PR FREELANCER INC.

# Thriving PR firm, owner give back and pay it forward

It was October 2010, and Lori Ames was leaving on a well-deserved vacation when life came to a screeching halt. Her son, then 22, was diagnosed with an inoperable malignant brain tumor. She left her job of twenty years at a boutique book publicity agency in New York City and focused on the long unknown road ahead.

Needing to create some semblance of normalcy, Ames turned to her iPad and LinkedIn to reach out to her contacts, letting them know what was happening and informing friends, clients, and peers that she might be out of pocket for awhile, and odds were she wouldn't be returning to her position in Manhattan. The responses were supportive and encouraging, and then her son, between brain surgeries, said, "Well mom, you need to work. Why don't you start your own business?" And thus ThePRFreelancer was born, right in the NeuroICU.

Fast forward to 2016. Her son fought a long heroic battle and is now a survivor. And what started as a grab for normalcy and sanity has turned into a thriving public relations agency specializing in book publicity and marketing, both nationally and internationally. In addition, the firm handles marketing and publicity for several small businesses, and as a way to give back and pay it forward, ThePRFreelancer handles pro bono work for the Children's



LORI AMES

Brain Tumor Foundation ([www.CBTF.org](http://www.CBTF.org)), a national organization, as well as Long Island's Michael Magro Foundation ([www.MichaelMagroFoundation.com](http://www.MichaelMagroFoundation.com)), two organizations that the Ames family and ThePRFreelancer team are passionate about.

Ames' son works at the agency, with a schedule and work environment that allows him to be productive and successful.



The group is rounded out by a stellar Long Island team headed by Christina Barnett, who has been with the firm since May 2011.

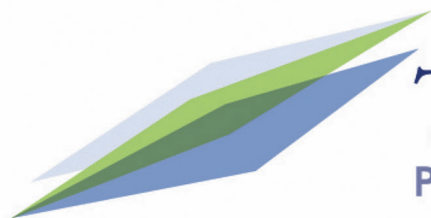
Though most of the ThePRFreelancer client base comes from outside the Long Island area, clients such as Walter Scherr (author of *Walter's Way*), Margaret Marshall (author of the forthcoming book *Healthy Living Means Living Healthy*), and Stacy Moutafis (co-author of *The Bridal Body Book*) hail from the Island. Ames' team also handles marketing and pr for the popular Captree fishing boat, the Captain Gillen.

A graduate of Hofstra University, Ames serves on the Dean's Advisory Boards for the Hofstra College of Liberal Arts and Sciences as well as the Zarb School of Business Department of Marketing and International Business. ThePRFreelancer team visits the campus several times a year to guest lecture on marketing and publicity.

Ames' unintentional entrepreneurial journey has molded her into a special type

of woman leader – strong and willful – a woman who was by her son's side through the biggest battle of his young life, and who brings that strength and wisdom to the table for each and every campaign. But the journey has also made her a compassionate employer, "We work really, really hard, but we also make sure to laugh just as hard. I try to make accommodations for each employee so that they are happy to come to work, not just happy to collect a paycheck."

To learn more about Ames and ThePRFreelancer, Inc., please visit [www.ThePRFreelancer.com](http://www.ThePRFreelancer.com), where you will find team bios, a sampling of current clients and projects, and links to some recent media placements. Ames wants to point out that May is Brain Tumor Awareness Month and September is Pediatric Cancer Awareness Month, and asks that readers please support the Children's Brain Tumor Foundation and the Michael Magro Foundation. Links to both organizations appear on her company's website.



**ThePRFreelancer, Inc.**  
PUBLICITY, MARKETING, AND PUBLIC RELATIONS

A Company Built On  
Expertise, Strategy, and Passion



*Publicity, Marketing, and Public Relations*

**FOR AUTHORS AND SMALL BUSINESSES**

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We believe in giving back  
and paying it forward



**Children's Brain Tumor  
Foundation**

[CBTF.org](http://CBTF.org)



[MichaelMagroFoundation.com](http://MichaelMagroFoundation.com)