

CIPR Communications Hits Sweet 16

Calgary digital PR agency marks 16 years, from a one-person side hustle in 2010 to a team of 20 named North America's Most AI-Ready Agency in 2026

CALGARY, ALBERTA, CANADA, August 10, 2026 /EINPresswire.com/ -- [CIPR Communications](#) is 16 this year, which by agency standards makes it a teenager with a real client list and a Gold award on the shelf.

“

I open Instagram, see something great from our team that I've never laid eyes on, and it makes my whole day. That's the point. Happy birthday, CIPR!”

Christina Pilarski, Founder and CEO of CIPR Communications

The Calgary based digital PR and marketing agency was founded in 2010 by Christina Pilarski, who registered it while holding down a corporate communications job, mostly so her freelance work had somewhere to live. Her business card said "Strategist" for the first several years. "CEO" felt like a stretch for a company of one.

She went full time in 2015. Then came the first pregnancy, with no maternity leave to take and no employer to tell.

That is how Peter Pilarski went from spouse to business partner, picking up the client-facing and business development side while Christina scheduled calls around naps. He never left. He is now President.

"I used to know every detail of this place. Every post, every media list, every keyword," said Christina Pilarski, Founder and CEO of CIPR Communications. "Now I open Instagram, see something great from our team that I've never laid eyes on, and it makes my whole day. That's the point. Happy birthday, CIPR."

CIPR is now a team of 20 delivering digital PR, media relations, AI-enabled marketing and strategic communications for tourism destinations, hospitality brands, professional services firms and consumer businesses across North America.

The agency's AI practice covers readiness assessments, custom implementation and training built for people who do not consider themselves technical. That work is being recognized with CIPR taking Gold for Most AI-Ready Agency at the 2026 Bulldog PR Awards, presented by Bulldog Reporter and judged by an independent panel, ahead of agencies, brands and in-house teams from across North America.

Next up is the Digital Authority Platform, a proprietary CIPR tool that measures brand visibility

across traditional search, AI-generated results and editorial channels. It answers the question clients now ask in every kickoff meeting: when someone asks an AI about our industry, do we come up at all? The agency is also expanding its AI training and consulting programs for tourism and service sector clients and continues to produce its Digital PR podcast and a monthly webinar series with WSI experts.

"Sixteen is a dangerous age for an agency. You know just enough to coast," said Peter Pilarski, President of CIPR Communications. "So we rebuilt every workflow around AI instead. Ask me again at 17."

About CIPR Communications

CIPR Communications is a full-service marketing communications agency that services clients in various industries across North America. Founded in 2010 and based in Calgary, Alberta, CIPR delivers digital PR, AI-enabled marketing and strategic communications. Learn more at ciprcommunications.com.

Christian Oldale
CIPR Communications
+1 403-880-1811
[email us here](#)

The logo for CIPR Communications features the letters "CIPR" in a large, bold, black sans-serif font. Below "CIPR", the word "COMMUNICATIONS" is written in a smaller, black, all-caps sans-serif font. A bright pink, diagonal brushstroke graphic cuts across the bottom of the word "COMMUNICATIONS".

CIPR Communications is a full-service marketing communications agency that services clients in various industries across North America.

This press release can be viewed online at: <https://www.einpresswire.com/article/933191528>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

© 1995-2026 Newsmatics Inc. All Right Reserved.