

Jennifer Kaplan Named 2026 PRNEWS People of the Year Honoree

*Evolve PR & Marketing Founder
Recognized Among Nation's Top
Communications Leaders*

PHOENIX, AZ, UNITED STATES, August 20, 2026 /EINPresswire.com/ -- Jennifer Kaplan, president and CEO of [Evolve PR & Marketing](#), has been named a 2026 [PRNEWS People of the Year](#) honoree, marking her second consecutive year receiving the prestigious national recognition celebrating the most influential people in PR and communications. This year, Kaplan is honored in the PR Entrepreneurs & Founders category, which spotlights communications professionals who have built successful public relations careers through entrepreneurial vision and ingenuity.



Jennifer Kaplan, Evolve PR & Marketing

Kaplan will be honored live on stage during the PRNEWS Platinum Awards Gala on Tuesday, Oct. 6, at The Lighthouse in New York City. The high-profile annual event brings together a who's who of the communications industry for one of the year's most anticipated evenings, celebrating the best of the profession. Kaplan will take her place among an accomplished class of leaders,

innovators and rising talent, recognized alongside the year's standout campaigns and teams from across the country.

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Jennifer Kaplan

“To be recognized for the entrepreneurial spirit that has shaped Evolve from the very beginning is an incredible honor,” said Kaplan. “What we’ve built over nearly 16 years is a reflection of an extraordinary team, clients who continue to place their trust in us and a shared

commitment to raising the bar for what great PR can accomplish.”

Since founding Evolve in 2010, Kaplan has transformed the company from a local startup into Arizona’s largest public relations firm, leading a 30-person team and representing more than 150 clients nationwide. The firm has built an impressive roster of brands while earning a reputation for ambitious ideas, strategic storytelling and delivering results that build lasting visibility for its clients.

The honor adds to a growing list of national and statewide recognition for Kaplan and Evolve. Kaplan was named among the PRNEWS 2025 People of the Year and previously earned a place on the organization’s 2025 Top Women in PR list. In 2026, Evolve was ranked Arizona’s No. 1 public relations firm by Ranking Arizona for the fourth consecutive year and named among AZ Big Media’s Most Admired Companies. Kaplan was also named to the ASU Sun Devil 100 Class of 2026 and recognized among Ragan’s Top Women in Communications, further reflecting the agency’s continued growth and influence within Arizona and the communications industry nationwide.

For more information about Evolve PR & Marketing, visit evolveprandmarketing.com/.

Evolve PR & Marketing

Evolve PR and Marketing is a results-driven, full-service public relations firm dedicated to elevating brands, enhancing visibility, and creating meaningful connections that drive impact. With a strategic approach to storytelling and targeted marketing, Evolve specializes in crafting innovative public relations strategies that showcase each brand’s unique story and foster lasting recognition. By leveraging strong media relationships and executing compelling campaigns, the firm delivers measurable outcomes that build reputation and visibility both locally in Arizona and on a national scale.

Jennifer Howard

Evolve PR & Marketing

+1 4804381602

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