



VEW Media Marks 25 Years of Building Visibility for Companies Across Industries and Around the World

Working with Fortune 500 companies, respected experts and global brands, VEW Media has spent 25 years finding and telling compelling stories that truly matter

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/EINPresswire.com/ -- [VEW Media](#), the PR agency that has been helping clients get ViEWed globally since 2001, is celebrating its 25 year of business.

Over the past quarter-century, VEW

Media has represented an extraordinarily diverse roster of clients, including consumer brands, authors, physicians, technology innovators, and Fortune 500 companies, helping each turn what makes them distinctive into stories that resonate with national, international, and industry media. It is celebrating its 25th anniversary in September 2026. Since opening in 2001, the agency has helped companies and executives across a wide range of industries turn their expertise, products and ideas into credible stories for national, international and trade media.

The agency began as CWR & Partners, founded by Veronica "Ronnie" Welch, the agency signed its first client on September 11, 2001. Mindful of the solemn significance of that date, VEW Media is commemorating the anniversary throughout September, with a focus on the clients, colleagues, and journalists who have shaped the firm over the past quarter-century. Welch bought out her partners in 2017, and the agency rebranded as VEW Media in 2018.

"Reaching 25 years is both humbling and deeply meaningful," said Veronica "Ronnie" Welch, founder and CEO of VEW Media. "We have been fortunate to help clients across an extraordinary range of industries, our 3 flagships being Finance, Technology and Healthcare, but we have also helped garner media for toys, clothing and jewelry, authors, food, and much more. Along the way, we have helped clients earn meaningful visibility in respected media outlets around the world."

The logo for VEW Media's 25th anniversary. It features "VEW Media" in a blue script font, with "PR That Gets Viewed" in a smaller, black sans-serif font below it. To the right is a large "25" in a bold, black sans-serif font. Below the "25" is the text "YEARS IN BUSINESS" in a small, black sans-serif font, flanked by two horizontal blue lines.

VEW Media

Over the years, VEW Media has expanded its work across financial services, artificial intelligence, healthcare and medical technology, consumer products, travel and hospitality, fashion, beauty, food and other sectors. The agency develops messaging and story angles, conducts targeted media outreach, positions executives as expert sources, prepares spokespeople for interviews and builds sustained thought-leadership programs.

As the media landscape has become faster and more fragmented, VEW Media has invested in technology designed around the needs of its clients. The agency uses proprietary AI-powered tools and workflows to monitor relevant developments, strengthen research, identify emerging media opportunities and help its team respond more quickly. Experienced public relations professionals guide every strategy, pitch, and recommendation, ensuring they understand the client, the story, and the journalists they are approaching.

"Public relations has changed dramatically since we opened our doors, and we have evolved with it without losing sight of what makes this work effective, understanding the story, building trusted relationships with reporters and garnering media placements that help move the needle for our clients," said Welch. "We have embraced technology at every stage, including developing proprietary AI-powered tools and workflows that help us work faster, identify timely opportunities, and deliver smarter support. Technology will never replace the judgment, creativity, and personal relationships behind great public relations, but it can make each of those strengths even more powerful. That balance has kept VEW Media ahead of the curve and positioned us to help our clients navigate what comes next."

VEW Media's portfolio includes published coverage, interviews, and expert-source opportunities with outlets such as Bloomberg, Reuters, The Wall Street Journal, CNBC, the Financial Times, Forbes, BBC, Business Insider, and The New York Times, along with influential industry publications. Its model combines the reach and experience expected from a larger communications firm with the direct senior attention of a boutique agency.

"What has kept VEW Media strong is that we never lose sight of the people behind the story," said Michelle Thompson, vice president of public relations at VEW Media. "We take the time to understand each client's goals, turn complex ideas into clear and timely stories, and stay personally invested from the first strategy conversation through the final interview. That combination of experience, persistence, and care has helped us build lasting relationships with clients and journalists alike."

As VEW Media enters its next chapter, the agency plans to continue helping emerging and established organizations navigate a faster and more fragmented media environment while preserving the fundamentals that have defined its work for 25 years, those being strong stories, trusted relationships, responsive counsel and results that support clients' broader business goals.

About VEW Media:

Founded in 2001 as CWR & Partners and rebranded as VEW Media in 2018, VEW Media is an independent public relations agency that helps companies and executives build visibility, credibility and authority through earned media. The agency specializes in technology, finance and healthcare and has served clients across consumer products, food, travel and hospitality, fashion, beauty and other industries. VEW Media provides senior-led strategy, messaging, media relations, thought leadership and interview preparation. Its guiding promise is simple: PR that gets ViEWed. Learn more at <https://vewprmedia.com>

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