

THE HOLMES REPORT

[Account News In Brief \(January 20, 2020\)](#)

New business for Zapwater, Beach House, Boden, Pollack and KemperLesnik.

By: Staff

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SANTA MONICA — Zapwater Communications has been retained by Found Hotels, adding to the agency's roster of hotel and resort clients. Zapwater's scope of work includes media relations, thought leadership, strategic partnerships and events for Found, which turns old buildings into modern facilities that offer hotel and hostel-like accommodations.

LOS ANGELES — Beach House PR has added Velour Beauty to its agency roster. Beach House will handle public relations and influencer marketing efforts for the company.

NEW YORK — Dermablend Professional has selected Boden as its public relations agency of record. Boden will be responsible for media relations, executive positioning and thought leadership for the brand, which makes foundations serving multicultural consumers.

LOS ANGELES — Water treatment company BlueGreen Water Technology has tapped Pollack PR to raise awareness of the company's solutions. The company is dedicated to eliminating the harmful algal blooms known as "blue green algae" in drinking water, recreational, and agricultural water supply.

CHICAGO — KemperLesnik was recently hired by The Circuit of the Northwest, a new racing experience and private club in the Pacific Northwest, for public relations, social media, marketing and branding services. KemperLesnik will be working with the company to generate awareness of the Circuit of the Northwest experience.