

# PRWeek

## **Vesdia selects Trevelino/Keller**

Author: Tonya Garcia September 4, 2008

ATLANTA: Merchant rewards program and merchant network service provider Vesdia selected Trevelino/Keller Communications (TKC) as its AOR. This is the first time Vesdia has taken on a national PR firm. TKC will focus on raising brand awareness within the financial sector and merchant community, analyst relations, social media efforts, and increasing executive visibility.