



**Media Powerhouse LRP Publications Unveils Global Corporate Rebrand, Changes Name to LRP Media Group**

*New brand name connects all business units resulting from large acquisitions, continuous new products and technological innovations*

**PALM BEACH GARDENS, Fla. – October 30, 2018 – [LRP Publications](#)**, headquartered in Palm Beach County since 1996, announced today a comprehensive corporate rebranding as part of its ongoing evolution and expansion. The company will operate under the new, modern brand name [LRP Media Group](#). The innovative media powerhouse has grown far beyond its origins of publishing. While its commitment to its global community of more than five million business and education professionals will not change, the rebranding represents its innovative and comprehensive range of top-quality solutions across all mediums, plus fortifies LRP's position as a premier worldwide organization known for delivering excellence and innovation to consistently meet the evolving needs of its customers.

"LRP Media Group represents the fresh and progressive company we are building for our employees, partners and customers as we work to remain the foremost company offering a comprehensive range of products and services for professionals to continue their career development," said Kenneth Kahn, Founder and CEO. "Our new name reflects our heritage and experience while strengthening our commitment to serving multiple markets and valued domestic and international customers."

Founded in 1977 by Kahn, the company has ballooned into a global network that produces an array of conferences, tradeshows, eLearning courses, magazines, webinars and expert resources to meet constantly changing demands and needs of its customers. After years of branding research, the organization determined that evolving its brand identity to connect all business units was the optimal decision. The strong reputation and equity built under its previous identity is a valuable asset, but no longer accurately reflected the organization's complex array of products and services. LRP Media Group reflects both the evolution of the company as well as its vision for the future.

"Although we will never stop evolving, at the core we will always rise to the challenge of inventing new solutions and meeting the increasing demands of our professionals but most importantly always provide excellent service and solutions in education, technology, federal, human resources, workers' compensation and disability management," said Kahn.

The renaming effectively cements another step in LRP's long-term vision for exceptional customer service and profitable growth as an independent organization in its various markets. In addition to revealing its new logo and website, LRP Media Group shared several new career opportunities available with the organization to help continue its global penetration and impact. Positions are listed on [www.lrp.com](http://www.lrp.com).

"The launch of LRP Media Group marks the beginning of a successful new chapter in the growth and impact of our company across the globe," said Kahn.

LRP Media Group embodies an organization that is reinventing itself but is still very committed to its business and education professional development roots. The new identity builds upon its history of innovation and quality products, but also opens doors to its future. Its new name, LRP Media Group, amplifies exactly who they are, how proud they are of what they do, and encompasses their most valuable assets in the United States and internationally.

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### **About LRP Media Group**

LRP Media Group, founded in 1977 by Kenneth Kahn, is an innovative media giant serving millions of business and education professionals worldwide. Specializing in education administration, education law, education technology, federal employment, human resources, workers' compensation and disability, LRP produces thousands of books, pamphlets, newsletters, videos and online resources. The company also produces five industry-leading print and digital magazines for key decision-makers: *District Administration*, *Human Resources Executive*<sup>®</sup>, *HRM Asia*, *Risk & Insurance*<sup>®</sup> and *University Business*. Additionally, LRP annually delivers top-quality training and professional development to more than 80,000 professionals through its 13 award-winning conferences and tradeshow in China, Singapore and the United States. LRP currently employs more than 500 professionals in its Connecticut, Florida, Pennsylvania, Singapore and Washington, D.C. offices. Headquartered in Palm Beach County since 1996, the company has more than \$70 million in annual revenue. For a complete list of LRP resources, eCourses and conferences, please visit [www.lrp.com](http://www.lrp.com).

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