

AP

PRESS KIT

# Above Prestige Public Relations

Founder-led public relations and strategic communications

CHARLOTTE, NORTH CAROLINA + CALIFORNIA | SERVING CLIENTS NATIONWIDE

[ABOVEPRESTIGEPR.COM](https://aboveprestigepr.com)

COMPANY OVERVIEW

# Strategic counsel for brands ready to be seen, trusted, and remembered.

Above Prestige Public Relations, LLC (Above Prestige PR) is a founder-led public relations and strategic communications consultancy based in Charlotte, North Carolina, with a California market presence and nationwide reach. The firm helps brands, executives, entrepreneurs, artists, nonprofits, and organizations strengthen messaging, reputation, positioning, and visibility.

Led by Founder and Principal Consultant LaDàna Young, APPR has supported work since 2011 across public relations, brand activations, entertainment, nonprofit leadership, logistics communications, author visibility, stakeholder messaging, and website strategy. APPR begins with discernment: clarifying what an audience needs to understand first, then shaping the messaging, reputation, positioning, and presentation that earn trust.

Visibility alone is not the goal. The goal is to be understood clearly and remembered for the right reasons.

FACT SHEET

|         |                                                                                                           |
|---------|-----------------------------------------------------------------------------------------------------------|
| FOUNDED | 2011                                                                                                      |
| FOUNDER | LaDàna Young, Founder & Principal Consultant                                                              |
| MARKETS | Charlotte, North Carolina and California, serving clients nationwide                                      |
| FOCUS   | Public relations, strategic communications, reputation, messaging, positioning, and visibility consulting |
| WEBSITE | aboveprestigepr.com                                                                                       |

**FOUNDER**

# LaDàna Young

**FOUNDER & PRINCIPAL CONSULTANT**

LaDàna Young is the Founder and Principal Consultant of Above Prestige Public Relations, LLC, a Charlotte-based public relations and strategic communications consultancy serving clients nationwide. Since 2011, she has helped leaders and organizations turn their work into clear messaging, credible positioning, and public-facing strategy.

Her work spans public relations, brand activations, entertainment, nonprofit leadership, logistics communications, author visibility, stakeholder messaging, and website strategy. Her approach is direct, culturally aware, and grounded in real-world execution. Clients receive senior-level access to the consultant shaping the strategy, not layers of account routing.

**APPROVED NAME USAGE**

|            |                                                                 |
|------------|-----------------------------------------------------------------|
| LEGAL NAME | Above Prestige Public Relations, LLC                            |
| SHORT NAME | Above Prestige PR                                               |
| FOUNDER    | LaDàna Young                                                    |
| TITLE      | Founder & Principal Consultant                                  |
| STYLE NOTE | Retain the accent in LaDàna and do not use Above Prestige alone |

Approved founder photography is available by request while the website image library is being updated.

## CORE EXPERTISE

# Public relations with strategy behind it.

- Public relations and media strategy
- Strategic communications
- Reputation and issues communications
- Brand positioning and messaging
- Executive and founder visibility
- Communications consulting

## WHO APPR SERVES

- Brands preparing for greater visibility
- Executives and founders refining their positioning
- Entrepreneurs and artists with a launch or public story
- Nonprofits strengthening stakeholder communications
- Organizations navigating reputation or messaging decisions

## INTERVIEW TOPICS

- Why visibility without clarity can weaken a founder's positioning
- Building trust signals into a website before investing in promotion
- Press readiness for small businesses and nonprofits
- Nonprofit communications during crisis and recovery
- Personal branding for founders who dislike self-promotion

## MEDIA FOOTPRINT

# Client stories across national and local platforms.

APPR-supported client stories and appearances have been featured across broadcast, news, advocacy, lifestyle, and community platforms. These references reflect client placements and visibility, not endorsements of APPR by the outlets listed.

- Tamron Hall Show
- ABC News
- CBS News
- Fox 5 DC
- Fox News
- WUSA9
- AP News
- Fox Baltimore and Bmore Lifestyle TV
- FAMM Foundation
- Dominican News Online

For current clips, context, and featured stories, visit [aboveprestigepr.com/press](https://aboveprestigepr.com/press).

**MEDIA INQUIRIES & BOOKING**

# Let's talk PR & strategy.

For interviews, panels, podcasts, workshops, and consulting inquiries, share the outlet or organization, topic, deadline, and preferred next step through the website contact form or the appropriate market line below.

|                   |                                                                               |
|-------------------|-------------------------------------------------------------------------------|
| CHARLOTTE         | (704) 879-1423                                                                |
| CALIFORNIA        | (657) 847-1727                                                                |
| WHATSAPP BUSINESS | (657) 847-1727                                                                |
| WEBSITE           | <a href="https://aboveprestigepr.com/contact">aboveprestigepr.com/contact</a> |

**ABOVE PRESTIGE PUBLIC RELATIONS, LLC**

## Charlotte presence. California market access. Nationwide reach.

Public relations, reputation, messaging, brand positioning, and strategic communications counsel for work that deserves to be understood clearly.