

## **Gramercy Communications Chosen to Direct Public Relations Efforts for VoIP Broadband Phone Service Provider Via Talk**

**Albany, NY (11/29/ 2006; 0903)(EIS)** -- Gramercy Communications, LLC ([www.GramercyCommunications.com](http://www.GramercyCommunications.com)), an Albany-based communications consulting business has been named Agency of Record (AOR) for public relations services by ViaTalk ([www.viatalk.com](http://www.viatalk.com)). Gramercy Communications will oversee national and regional public relations.

Based in New York's Tech Valley, ViaTalk offers VoIP broadband phone service to business and residential customers. The company was launched in 2005 by Brendan Brader, CEO of HostRocket ([www.HostRocket.com](http://www.HostRocket.com)), a debt free multi million dollar corporation that has hosted over 70,000 websites. Brader was named one of Tech Valley's Top 10 most influential technology leaders by the Albany-Colonie Regional Chamber of Commerce. Because of his extensive experience in internet services, ViaTalk has quickly become a top national VoIP provider with customers in 2,200 markets in all 50 States.

"We are very pleased to be chosen by ViaTalk to direct their national public relations efforts," said Thomas Nardacci, principal of Gramercy Communications. "ViaTalk is a customer focused company on the cutting edge of the growing VoIP industry. I am excited to work with ViaTalk as they continue to grow their business in all 50 States."

Tom Nardacci earned a master's degree in strategic communications from Columbia University and a bachelor's degree in history from Syracuse University. Prior to launching Gramercy Communications in 2005, Nardacci directed public relations for the Alliance for Downtown New York, lower Manhattan's business improvement district. He previously directed communications and organizing for the 40,000 member retiree division of 1199 SEIU in New York and served as a senior aide to Assemblyman Ron Canestrari (106AD) and U.S. Congressman Mike McNulty (NY-21).

Nardacci serves as a member of the Board of Directors of the Boys & Girls Clubs of Albany and as a Director-at-Large of the Capital Region Chapter of the Public Relations Society of America (PRSA). He is also a member of the American Marketing Association (AMA), Albany-Colonie Regional Chamber of Commerce, and Rensselaer County Regional Chamber of Commerce.

NOTE TO EDITORS: A photo of Tom Nardacci, Principal of Gramercy Communications can be viewed/downloaded at <http://www.empirenewswire.com/release/pictures/nardacci.html>

### **About Gramercy Communications**

Gramercy Communications, LLC ([www.GramercyCommunications.com](http://www.GramercyCommunications.com)) offers strategic public relations, public affairs and marketing communications counsel for businesses and not-for-profit clients in the Capital Region and New York City. They are located at 418 Broadway, 2nd Floor, Albany, NY 12207.