



Campaigning communications

18th December 2008

VERO Appointed to COI Roster

VERO is pleased to announce that we have been appointed to the UK government's Central Office of Information (COI) PR Roster following a tender process at the end of this year.

VERO is one of eight agencies to be selected in the 'Sports' category of the roster.

This is an exciting opportunity and we are looking forward to the prospect of working with COI over the next four years.

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For further information please contact:

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About VERO

VERO was established in January 2006 by Mike Lee OBE – former Director of Communications and Public Affairs for London's successful 2012 Olympic bid – with the purpose of offering campaigning style communications, brand positioning, stakeholder engagement and profile enhancement solutions to clients in the business of sport.

It has worked with a wide variety of organisations in the business of sport including England & Wales Cricket Board, Glasgow 2014, International Association of Athletics Federations (IAAF), International Paralympic Committee (IPC), International Rugby Board (IRB), Liverpool FC, Premier Rugby Ltd, Rio 2016, Setanta Sports, Siemens, Singapore 2010, UEFA, UK Athletics, UK Sport, VisitBritain, Visit London, West Ham United FC and the Women's Sport & Fitness Foundation.