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Newton O’Neill Communications and Patterns of Movement Public Relations (POM PR) Unite to Form New Lifestyle Public Relations Agency, Breakaway Public Relations

Bringing enhanced expertise and services to lifestyle, nonprofit industries

(Austin, Texas)...Two established leaders in Austin’s lifestyle public relations industry have teamed up to create a new boutique, lifestyle/consumer PR firm, [Breakaway Public Relations](#). The new company delivers more than 40 combined years of communications experience and creativity spearheaded by Lisa O’Neill, founder of Newton O’Neill Communications and Kristen Chin, founder of POM Public Relations.

Breakaway Public Relations delivers the expertise of two high-touch, strategic public relations firms to organizations in hospitality, travel/tourism, beauty, fashion, nonprofit, health and wellness, and arts and architecture.

“Kristen and I have long been allies who started our own firms in Austin around the same time (10 years ago) after working in large media markets. We quickly recognized a mutual commitment to highly personalized service and product excellence that simply isn’t the norm in our business,” said O’Neill, a principal in the new organization. “Plus, we’re both passionate about representing businesses across a range of categories that operate in a sustainable, socially conscious manner.”

“Together, I know that we can take on a breadth of projects and continue to handle each client as a top priority. Lisa and I have always operated in a similar, strategic style, helping small businesses grow and established businesses thrive. Our diverse backgrounds and areas of expertise will complement each other’s strengths, allowing us to bring even more to the table” commented Chin. O’Neill and Chin will both serve as principals in the new entity.

Breakaway’s services include strategic PR plans, media relations, social media, influencer relations, event strategy and publicity, and translation services for PR/marketing materials. The new firm brings together a combined client roster of AIA Austin, Banger’s Sausage House & Beer Garden, Georgetown Convention and Visitors Bureau, Hilton Austin, Blue

Genie Art Bazaar, Elevé Cosmetics, MOSS Designer Consignment, SUAVS Shoes, Texas 4000 and IT'S TIME TEXAS, to name a few. For current and past client rosters, click [here](#).

O'Neill is a University of Texas graduate who began her PR career along the East Coast in the Washington, D.C., New York City and Boston markets. The majority of her career has revolved around hospitality, travel/tourism and nonprofits; however, she also has wealth of experience in retail, media and arts/entertainment. O'Neill serves on the board for [Kids in a New Groove](#) and as the Austin hub leader for [Impact Travel Alliance](#).

Chin, who is originally from Northern California, graduated from the University of California San Diego. After earning a J.D. from the University of San Francisco, she promptly moved to Los Angeles to pursue a career in the entertainment industry where she landed in PR. She specializes in beauty, fashion, brick and mortar retail, e-commerce, architecture and design as well as large-scale events. Over the course of her career, she has also handled corporate entertainment, hospitality and nonprofit accounts.

About Breakaway Public Relations

[Breakaway Public Relations](#) (PR) is an independent, Austin-based public relations firm providing a range of PR services to lifestyle and nonprofit organizations. The agency was formed when Newton O'Neill Communications and Patterns of Movement Public Relations (POM PR) joined forces in January of 2018. With more than 40 years of combined experience, Breakaway PR provides a comprehensive suite of services including media relations, social media strategy and implementation, influencer relations, strategic planning and event publicity. Follow them at Facebook, Twitter, Instagram and LinkedIn.

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