



**PINNACLE INTERNATIONAL**  
VANCOUVER • SAN DIEGO • TORONTO • MISSISSAUGA

Thexton PR partnered with Pinnacle International as they worked through a rezoning application for a residential tower at 601 Beach Crescent. The tower design would be one of the tallest in the City of Vancouver, just adjacent to *Vancouver House*. In addition to market homes, the project would also include much-needed social housing units. Thexton PR prepared a communications plan that included key messaging around the project's features and community benefits, as well as a strategic media relations plan that focused on showcasing the project's value and having those from within the social housing community speak to the importance of the project approval.

Thexton PR's work resulted in carefully planned media coverage that showcased the project's value, as well as a variety of supportive letters to the City of Vancouver from community members and local non-profits. Pinnacle International's application was approved in late 2020.

## RESULTS



**PEER-DANIEL KRAUSE**  
BC NON-PROFIT HOUSING ASSOC.

**CTV NEWS**



**THE GEORGIA**  
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