



Erin Richards, Founder, Hype PR

Hype PR Founder, Erin Richards, is one of Toronto's best known talent driven marketing and media relations specialists whose vast network of contacts spans the nation. During her years with Canada's public broadcaster, CBC, she managed a team of communications specialists across the radio, news, digital, documentary, sports and entertainment files. Prior to that, she worked as a publicist on a number of television programs, representing network talent, and on sports programming during the Sochi 2014 Olympics.

Now she brings her knowledge of communications and talent together to bring strategic, results-driven media and influencer campaigns to life for clients across a myriad of sectors, including health and wellness, sports, food and beverage, tech, lifestyle, entertainment and more. A sample of past and present clients include Knix, MadeGood, Ace Beverage Group, Penguin Random House, eOne, Dairy Farmers of Ontario, Canadian Tire and many more.