



Contact: Jessica Neuman
Westbound Communications
858.382.5157 (m)

**National Honey Board, Mitsubishi Electric US, and County of Orange 2020 Census Campaign
Join Westbound Client Roster**

Orange, CA (July XX, 2020) – In an expansion of its client roster, [Westbound Communications](#) proudly announces the recent additions of the [National Honey Board](#) for reputation management; [Mitsubishi Electric US](#) for corporate communications; and the [County of Orange 2020 Census Campaign](#) to promote completing the Census among hard-to-count populations.

The National Honey Board (NHB) is an industry-funded agriculture promotion group that works to educate consumers about the benefits and uses for honey and honey products through research, marketing and promotional programs. As part of its reputation management program, Westbound will focus on communications related to NHB’s sustainability efforts and bee health research programs.

Mitsubishi Electric US, Inc., a US affiliate company of Mitsubishi Electric Corporation, manufactures cooling and heating products, elevators and escalators, space and sensing systems, data wall cubes, LCD digital signage monitors, industrial printers, professional photo printers and semiconductor devices. For the company’s corporate communications, Westbound will drive awareness for the corporate brand and its philanthropic arm, Mitsubishi Electric America Foundation, through proactive media-relations and thought-leadership programs.

The County of Orange 2020 Census Campaign strives to count every person living in the county as part of the national Census that occurs every 10 years, with a special emphasis on reaching hard-to-count populations. Through an integrated marketing program that includes advertising, community outreach, digital and video outreach and media relations, Westbound is promoting the safety and community benefits associated with completing the 2020 Census.

“These important new clients signal the expansion of Westbound’s food, business-to-business and consumer practice areas,” said Carrie Gilbreth, managing partner of Westbound Communications.

About Westbound Communications: Founded in 2003, Westbound offers a best-in-class team of branding strategists, social marketers, media and community relations specialists, content generators and crisis communicators. With offices in Orange and Riverside, Westbound is proud to work with our valued clients to address any communication challenge.

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