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**New York State Rental Dealers Association Retains e3communications for
Public Relations Services**

BUFFALO, NEW YORK – e3communications today announced that the agency has been retained by the New York State Rental Dealers Association (NYSRDA) to provide public relations services.

Founded in 2007, the New York State Rental Dealers Association (NYSRDA) represents over 250 rent-to-own stores throughout New York State with nearly 1,500 employees. The association serves as the statewide advocacy group for rent-to-own companies. The association was formed in order to educate consumers and other groups about the rent to own industry.

With offices in Buffalo and Albany, e3communications is a full service public relations and public affairs agency that provides clients with various public relations services, including issues management, media training, crisis communications as well as government affairs services. For more information please visit www.e3communications.com.