



Dear Members of PRCA Malaysia

It is with great sadness that we inform you that Julia Ahmad, a former President of PRCA Malaysia and long-serving Managing Director of Hill & Knowlton passed away over the weekend.

The Executive Committee of PRCA Malaysia would like to put on record our sincere appreciation to Julia for her commitment and dedication as an active leader of the industry. She was instrumental in introducing key initiatives of the PRCA including the Malaysia PR Awards as well as other programmes and projects to uplift the standards of PR in Malaysia. In fact, Julia's leadership was recognised by the industry in 2013 when she received the highest honour of the Association – the PRCA Malaysia Lifetime Achievement Award.

Julia has over 40 years' experience in many aspects of management communications, having been posted in Washington DC with the Embassy of Malaysia for 10 years as Congressional and Information Assistant. She was also a reporter with Radio Malaysia and was once the Head of Public Affairs for Malayan Banking.

Rest in peace, Julia. We will miss you.

The Executive Committee of PRCA Malaysia