



Matter Family Office Names TrizCom PR Agency of Record

Dallas-based PR agency will represent unique wealth management firm nationwide

DALLAS (December 5, 2024) – [TrizCom Public Relations](#) announced today that it has been selected by [Matter Family Office](#) to represent the unique multi-generational family office as it solidifies its position as an integrated, comprehensive wealth management firm with a distinctive culture and learning services.

Dallas-based TrizCom PR, a leading provider of digital public relations services, has worked with dozens of high-visibility client partners like Matter Family Office successfully over its 16 years of existence. TrizCom PR's highly honed strategic storytelling capabilities for the digital environment have delivered world-class results for marquee brands like Cadillac, Massage Envy, Merlin Entertainments/Hasbro and Solis Mammography. The firm attributes its continued success to an evergreen learning process, staying abreast of the latest developments in media and implementing cutting-edge PR tools.

"The media environment changes constantly, and dated strategies will not get results. Our success – and the success of our client partners – depends on our ability to think critically about new technologies, the quickly changing realities of the publishing sector, and the skills and resources it takes to stay ahead of all the changes," said Jo Trizila, CEO and president. "The opportunity to help Matter Family Office tell its story and provide thought leadership to its ultra-high-net-worth prospects, related influencers, future employees and the media is an ideal fit for our capabilities."

Established in 1990, Matter Family Office is a private wealth management firm and multi-family office, serving ultra-high-net-worth families and individuals in investment management and wealth planning. It is renowned for its integrated, comprehensive wealth management philosophy as well as distinctive culture and learning services. With a holistic approach and enduring client relationships, Matter Family Office has consistently garnered industry recognition for over three decades, solidifying its position as a thought leader in the field.

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About TrizCom PR

TrizCom Public Relations is an award-winning, full-service digital PR agency specializing in crafting innovative, data-driven communications strategies. With expertise across paid, earned, shared, and owned media, TrizCom PR helps brands build visibility, enhance reputations, and drive meaningful engagement. Serving clients from industry leaders to emerging brands, TrizCom PR combines creativity and strategic insight to deliver measurable results that resonate with target audiences. Their comprehensive services include media relations, crisis communication, digital PR, and influencer marketing, making them a trusted partner for impactful brand storytelling. Visit TrizCom.com or call 972-247-1369.

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