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PR agency bags TV stars

Julia Day
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Cold Feet star John Thomson and Neil Morrissey of Men Behaving Badly have signed up to the new celebrity division of PR company Taylor Herring Communications.



James Herring and Cath Taylor

Signing the pair is a coup for James Herring, the former Avalon PR managing director, and his wife Cath Taylor, who together launched their own entertainment communications agency last summer.

Taylor Herring's celebrity division, launched four months ago, will handle PR across all of Thomson and Morrissey's activities. Morrissey's new movie, Triggerman, is released later this year.

The company already handles PR for Virgin Radio presenters Harriet Scott and Jon Holmes.

Polly Ravenscroft, the former BBC Radio 1 head of press, joined Taylor Herring in October to help manage PR for its celebrity clients.

Taylor Herring has also picked up the PR account for a new Sky Digital interactive TV service called Yo-Yo.

The service is essentially a dating forum where viewers can create cartoon pictures of themselves and interact with other users by browsing the pictures of everyone who is watching at the time and leaving telephone voicemail messages for each other.

Yo-Yo has been created by Static 2358, which launched TV games channel PlayJam.

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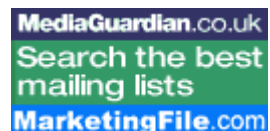
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