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LI BUSINESS

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LONG ISLAND

Haweeli's PR eyes city eateries

Long Island public relations guru Steve Haweeli is packaging his company's expertise for restaurateurs in New York City. Haweeli's East Hampton company, WordHampton Public Relations, is launching a new division called Metro Restaurant Marketing, the company announced yesterday. Metro will offer social media, e-marketing and public relations services as a package, using the tagline "Stand out in a city of 24,000 restaurants." WordHampton represents LI restaurants and hotels such as Finnegan's in Huntington, the Garden City Hotel in Garden City and Nick and Toni's in East Hampton. Metro, which officially launches Aug. 15, is already working on projects for three clients.

— LISA DU