

# HOWARD, MERRELL & PARTNERS

## For More Information

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## FOR IMMEDIATE RELEASE

### MCALILEY PROMOTED TO ACCOUNT SUPERVISOR AT HOWARD, MERRELL & PARTNERS

**Raleigh, NC, January 13, 2010** - Strategic branding and advertising firm, Howard, Merrell & Partners, announces the promotion of Laura McAliley to Account Supervisor in the Public Relations department.

Since joining the team in 2005, McAliley has played a lead role in providing strategic direction and managing the tactical execution of public relations activities for a number of agency's clients. These include: Georgia-Pacific Professional, ReSound, Zilla, Central Aquatics and Canvas on Demand. Her efforts have resulted in successful, multi-tiered campaigns consisting of national media relations outreach, speaking engagements, company newsletters, tradeshow support, educational programs and product publicity.

"Throughout her four years with the agency, Laura has dedicated her time and efforts to providing excellent service to each and every one of her clients," explains Stephanie Styons, SVP, public relations and social media marketing at Howard, Merrell & Partners. "Laura's creative nature and ability to think beyond the basics, allows her to offer clients public relations options from traditional media relations initiatives to the non-traditional word-of-mouth efforts."

#### **About Howard, Merrell & Partners**

Raleigh, NC-based Howard, Merrell & Partners Inc., specializes in linking business and communications strategies to yield higher levels of financial performance for its clients. Founded by Jack Howard in 1945 and later reorganized as Howard, Merrell & Partners under Mac Merrell's leadership, the agency is a pioneer in understanding and applying the power of emotions to develop more effective business and communications strategies. Agency service offerings include brand development, creative development and production, consumer insight research, public relations, media asset services, event planning and management, social media, interactive services, Hispanic marketing and strategic planning.

Recent clients include BASF Plant Science, Butterball, Canvas on Demand, Central Aquatics, CHD Meridian Healthcare, Cisco, Colonial Bank, Component Hardware Group, Doctors Vision Center, Georgia-Pacific Professional (Dixie<sup>®</sup> and enMotion<sup>®</sup>), Hewlett-Packard, Interton, INVISTA (CORDURA<sup>®</sup> brand), Naughty Bits, NC Beautiful, O2 Fitness, Oliver Twist Restaurant, ReSound, THOR•LO, UltraPet and Zilla. The agency's

work has been honored by the Telly Awards, the Addys, Graphis, The London International Advertising Awards, The Communicator Awards, Sir Walter Raleigh Awards, Hermes Creative Awards, The InSpire Awards and the North American Precise Syndicate. For more information, visit <http://www.merrellgroup.com>.

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