

HOWARD, MERRELL & PARTNERS

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National Humanities Center Names Howard, Merrell & Partners Public Relations Agency of Record

RALEIGH, N.C. – March 9, 2010 – Strategic branding and advertising firm Howard, Merrell & Partners has been named public relations agency of record for the National Humanities Center. In this role, Howard, Merrell & Partners will provide public relations support to increase visibility and build awareness for the national non-profit organization.

“We are grateful to have the support of Howard, Merrell & Partners,” said Geoffrey Harpham, president and director of the National Humanities Center. “My hope is that, with the agency’s expertise, we will be able to focus greater recognition on the important contributions made by humanities scholars and the Center’s involvement in strengthening the future of the liberal arts.”

As an institute for advanced study dedicated to the humanities, the National Humanities Center provides fellowship support for scholars, training and resources for high school teachers, and public outreach programs that address a wide range of topics. It provides a national focus for the best work in the liberal arts, drawing attention to the enduring value of ancient and modern history, language and literature, ethical and moral reflection, artistic and cultural traditions, and critical thought in every area of humanistic investigation.

Howard, Merrell & Partners will provide public relations support in a number of areas including: national media relations, program and fundraising efforts, and strategic communications counsel.

“We are pleased to partner with the National Humanities Center to help further the public’s understanding of its programs, deep history, key milestones, accomplished fellows and dedicated staff,” said Stephanie Styons, senior vice president, public relations and social media marketing at Howard, Merrell & Partners. “It is an important task, given the scope of knowledge the Center and its scholars have to offer.”

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, Butterball, Canvas on Demand, Central Aquatics, CHD Meridian Healthcare, Cisco, Colonial Bank, Component Hardware Group, Doctors Vision Center, Georgia-Pacific Professional (Dixie® and enMotion®), Hewlett-Packard, Interton, INVISTA (CORDURA® 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 Precis Syndicate. For more information, visit <http://www.merrellgroup.com>.

About National Humanities Center

The National Humanities Center, located in the Research Triangle Park of North Carolina, is a privately incorporated independent institute for advanced study in the humanities. Since 1978 the Center has awarded fellowships to leading scholars in the humanities, whose work at the Center has resulted in the publication of more than 1,200 books in all fields of humanistic study. The Center also sponsors programs to strengthen the teaching of the humanities in secondary and higher education.