

HOWARD, MERRELL & PARTNERS

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FOR IMMEDIATE RELEASE

Howard, Merrell & Partners Promotes Elizabeth Romero

Raleigh, N.C., April 28, 2011 – Howard, Merrell & Partners, strategic branding and advertising agency, announces the promotion of Elizabeth Romero to management supervisor. Since joining Howard, Merrell & Partners, Romero has been an integral part of the public relations team. She currently oversees the public relations and social media activities for several accounts including Butterball, CORDURA® fabric, Component Hardware Group, Bank Independent and the National Humanities Center.

“A true communications professional, Elizabeth is a media relations expert and crisis management strategist,” says Stephanie Styons, senior vice president of public relations and social media marketing. “Elizabeth always has her clients’ best interest in mind, and with her vast knowledge of PR provides them with top-notch counsel and service each and every day.”

Romero has been at the agency for almost five years. During this time, she has led efforts for clients such as Popeyes and Colonial Bank, and provided Hispanic marketing support for Georgia-Pacific Professional, Butterball and El Pueblo, Inc.

In her new role, Romero will continue servicing her current account base along with becoming more involved in team operations activities.

Prior to joining Howard, Merrell & Partners, Romero was the public relations manager at United Way of Broward County in Fort Lauderdale, Fla., and before that she was a senior account executive with O’Connell & Goldberg Public Relations in Hollywood, Fla.

About Howard, Merrell & Partners

Founded 65 years ago in Raleigh, N.C., Howard, Merrell & Partners Inc., is a pioneer in understanding and applying the power of human emotion to develop engaging business and communications strategies. Agency services include branding, creative development and production, consumer insight research, event planning and management, interactive, Hispanic marketing, media asset management, public relations, and social media.

Recent clients include Bank Independent, BASF Plant Science, Butterball, Canvas on Demand, Central Aquatics, CHD Meridian Healthcare, Cisco, Colonial Bank, Component

Hardware Group, Doctors Vision Center, El Pueblo, Inc., Gear to Grow, Georgia-Pacific Professional (Dixie® and enMotion®), Hewlett-Packard, Interton, Invacare, INVISTA's CORDURA® brand, National Humanities Center, NC Beautiful, O2 Fitness, Oliver Twist Restaurant, ReSound, Safe Quality Food Institute, Southwest Windpower, THOR•LO, UltraPet and Zilla.

Howard, Merrell & Partners has received 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. Visit us at: <http://www.merrellgroup.com>.

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