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FOR IMMEDIATE RELEASE
October 26, 2011

Coalesce's Public Relations Skills Recognized with PRemiere Award

APPLETON, Wis. – Coalesce, Inc., a strategic marketing and communications firm in Appleton, is honored to receive a PRemiere Award of Excellence which was presented at the 2011 PRSA Northeast Wisconsin PRemiere Awards ceremony, held Tuesday, October 25, 2011, in recognition of the agency's exceptional public relations practices.

Coalesce received an Award of Excellence in the Integrated Communications category for its work designing and launching a public safety campaign centered in Washington D.C., on behalf of a national trade association client. Coalesce led the research, development, coordination and creative execution of the campaign, which included both traditional and new media public relations and marketing communications components.

"Coalesce is honored to be a part of this public safety outreach campaign that is proving to be effective in helping to save lives and protect property," says Gina Glover, an account manager for the agency. "And for the campaign to also be recognized among our peers for excellence in public relations and strategic marketing communication planning and execution is icing on the cake."

Each year, the Northeast Wisconsin chapter of the Public Relations Society of America (PRSA) honors members who drive innovative and effective communications through the annual PRemiere Awards program.

About Coalesce, Inc.

Founded in 2004 by owners Michelle Richard and Lisa Piikkila, Coalesce, Inc. provides a full range of strategic marketing and communications services to client businesses and organizations.

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