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PublicCity PR Launches to Build the Buzz for Area Businesses *New Publicity Company inks four clients in first month*

Oak Park, Mich. – December 22, 2008 — Public relations veteran, Jason Brown, has recently launched his own publicity company, PublicCity PR.

PublicCity PR's will quickly and effectively garner publicity and raise the visibility of its clients through the development and execution of strategic media and community relations programs and initiatives. The company is committed to provide its clients the personal attention they need and the results they deserve – within what their budget allows.

"Despite the recent concerns relating to Michigan's economy, I could not have selected a better time to start a publicity company," said Brown. "Local businesses need my expertise, now more than ever, to help them gain new business and increase their customer base."

In the company's first month, it has inked four clients including: Cornerstone Schools in Detroit, Âmae Plastic Surgery Center in Bloomfield Hills, Smokey's DogHouse Treats in Commerce Township and the Sports Clubs of Novi and West Bloomfield.

The company's services include:

- **Media Relations** -- Key messaging, crafting press releases and/or media advisories, building targeted media lists, media kit creation, news conferences, coordination of media stories and interviews, editorial calendar research and media monitoring.
- **Community Relations** – Grand openings, event management, sponsorship development, promotions, non-profit interaction, influencer meetings and community partnerships.
- **Social Media Strategies** – Social media visibility (e.g. Facebook, You Tube, Linked In, Twitter), search engine optimization.

Another invaluable PublicCity PR offering for clients, just as important as increasing their visibility with media, is to get them noticed by community business leaders and key influencers.

"While getting my clients noticed in the media is an important part of the communications strategy, strategic business matchmaking and connecting them with key community influencers is just as vital," Brown explained. "PublicCity PR is leveraging its numerous business contacts and relationships in a strategic effort to unite business leaders and increase my client's bottom line."

The company recently launched its new Web Site, www.PublicCityPR.net. The site and its brand identity development were created and managed by Motor City Interactive, a full service advertising and marketing firm, based in Brighton, Mich.

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About PublicCity PR

*PublicCity PR is a publicity company, focused on quickly and effectively garnering **publicity** and raising the **visibility** of its clients through the development and execution of strategic media and community relations programs and initiatives. Based in Oak Park, Mich., the company is committed to providing its clients the personal attention they need and the results they deserve – within what the budget allows. For more information about PublicCity PR and its services, please call **Jason Brown at 248-252-1687** or visit, www.PublicCityPR.net.*

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