

1520 Penton Media Building  
1300 East Ninth St.  
Cleveland, OH 44114  
216.621.5133 • fax 216.621.1181  
www.mckinneyad.com

Release Date: FOR IMMEDIATE RELEASE  
Contact: Laura Fredrick 216/621-5133

## **McKinney Advertising & Public Relations Starts the New Year with Several New Accounts**

CLEVELAND (January 20, 2009) – McKinney Advertising & Public Relations is pleased to announce it has acquired several new accounts including the North Coast Music Festival, the Lake County Board of Mental Retardation and Developmental Disabilities (MRDD), Kati's Hope Foundation, and Neighboring as well as ATLAS Chiropractic Health Center.

The agency will be implementing all public relations initiatives for the first annual North Coast Music Festival, scheduled for summer 2009. The three-day music festival will take place in downtown Cleveland on Malls B & C and feature up-and-coming bands as well as select top music artists.

McKinney has also acquired marketing communications projects and public relations initiatives for Kati's Hope Foundation, which supports Mesothelioma patients, research and education with grants and direct support from the Cleveland community.

Lake County Board of MRDD, has named McKinney its agency of record. McKinney will implement a marketing communications program that includes public relations and advertising.

The agency will create a new user-friendly Web site for Neighboring, a Lake County-based center that provides behavioral healthcare services to promote change, positive growth and empowerment while fostering independence, wellness and recovery.

McKinney was recently named agency of record for ATLAS Chiropractic Health Center in Mentor and will steer the Center's marketing program including advertising and public relations.

Founded in 1936, McKinney Advertising & Public Relation is widely recognized as the country's first business-to-business agency. As a full-service agency, McKinney provides all aspects of advertising, public relations and integrated marketing communications and brand management for business-to-business, consumer-retail, advanced technology, healthcare / medical industries, and the non-profit sector. McKinney is a longstanding member of the American Advertising Federation—Cleveland, the Public Relations Society of America (PRSA) Cleveland Chapter, Association of Fundraising Professionals, and the Lake Communicators.

###