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McKinney Advertising & Public Relations Celebrates 70 Years
Moves to Larger Offices In The Penton Media Building

CLEVELAND (March 20, 2006) – McKinney Advertising & Public Relations is celebrating its 70th anniversary this year. As part of its celebration, McKinney has just moved into beautiful, new offices in the Penton Media Building, on East 9th Street, in downtown Cleveland after being in the Terminal Tower for 15 years.

Commenting on the move, Judy Cerne, President & CEO noted, “We loved our offices in the Terminal Tower, but thought it was time for a change. We explored several locations in the suburbs; however, I’m personally committed to keeping my business downtown. McKinney has always had its offices in a downtown location. It’s part of our identity and we take pride in promoting the agency as being headquartered in downtown Cleveland.”

Because the agency has realized significant growth in the nonprofit sector, it has dedicated a nonprofit services group to provide fundraising counsel and marketing communications programs for these clients. “Our new space is much larger and has many features we didn’t have previously. Also, our overhead is much lower, enabling us to keep our rates lower and pass along significant savings to our clients,” added Ms. Cerne.

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Founded in 1936, McKinney Advertising & Public Relations is widely recognized as the country's first business-to-business agency. As a full-service agency, McKinney has in-depth expertise in creating, implementing and guiding brand management programs for business-to-business, consumer-retail, advanced technology, healthcare / medical industries, and the non-profit sector. While McKinney provides its clients with traditional Offline Marketing, it also specializes in Online Marketing, which is critical to an integrated marketing program in this digital, interactive era.

McKinney is a member in good standing in numerous professional associations including: the Cleveland Advertising Association, the Public Relations Society of America, The Greater Cleveland Partnership and the Lake Communicators. In addition, McKinney is an equity member of CONFRAD International, a consortium of more than 50 advertising agencies throughout the world, that enables McKinney to provide its clients with ready access to cost-effective global marketing communications expertise.

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