



Media Advisory
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Contact Jake Ten Pas at 503-232-1015

AM:PM PR rings in a year of doing it their way

PORTLAND, OR – (July 12, 2011) Portland-based communications team AM:PM PR celebrates a year of doing things differently during the month of July. This time last year, public relations veterans Allison and Pat McCormick left a more traditional, established firm in a downtown high rise in favor of Portland's Central Eastside.

Choosing a renovated historic firehouse in Buckman has given AM:PM PR the chance to be a real part of a neighborhood – a seeming impossibility downtown. Making friends in Distillery Row and with People's Art of Portland has shaped the celebration of AM:PM PR's first year in business.

That diversity of character also defines AM:PM PR's work with clients including Motorola, Unified Grocers, Oregon Association of Hospitals and Health Systems, and 7 Apps.

"Rather than picking clients based on their size, we have looked for companies with stories worth telling," says AM:PM PR's Allison McCormick.

"Part of doing things differently involves being generous with our knowledge and experience," Pat McCormick adds.

For every nationally recognized name AM:PM PR takes on, it's central to its mission as a company to help out businesses from the neighborhood. As the term hyperlocal helps to redefine journalism, it's also helped to chart AM:PM PR's trajectory. Working with Alder Pastry & Dessert, Oregon Distillers Guild and Bremik Construction have strengthened the firm's relationships in the neighborhood and helped the organizations maximize their reach outside the neighborhood.

In honor of the company's first birthday, AM:PM PR launched a new website, which Allison and Pat hope will exemplify many of the characteristics they recommend to their clients. It's social, visually engaging yet clean, and is constantly updated with new content – sharing industry insights with personality.

AM:PM PR's Birthday Bash on July 14 will serve not just as a celebration of prospering during a time of economic uncertainty, but also as a celebration of the community it calls home. Local businesses ranging from its Distillery Row neighbors to Cascade Brewing, Eat Your Heart Out Catering, Flux Salon, Portlandia International Language School and more all have pledged their time and services to make it an affair to remember.

AM:PM PR is a Portland-based public relations firm established in July 2010, and specializing in marketing, integrating social networking into strategic communications, qualitative research and corporate communications. The firm represents the consumer product, healthcare, telecommunications, technology, construction, non-profit, business-to-business and waste industries. For more information about AM:PM PR, see its website, www.ampmpr.com, follow it on Twitter @AMPMPR, or like it on Facebook. Or, just stop by Fire House No. 7 and introduce yourself.

511 SE 11th Avenue, Suite 202 – Portland, OR 97214 – 503-232-1015 – www.ampmpr.com