



GMG Public Relations, Inc.

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*Providing Award-Winning Creativity To Put Our Clients
In the Spotlight Since 1991*

INTRODUCTION/AGENCY PROFILE

Experience

The associates of GMG Public Relations have nearly 70 years experience in public relations and marketing; experience that includes marketing plan development, creative marketing and promotions campaigns, event planning, placement of feature stories with print and broadcast media worldwide, writing of press releases, speeches, corporate brochures, newsletters, video scripts and websites. GMG also offers advertising services including media planning and buying, graphic design when needed and Emmy-award winning video services.

Who We Serve

Our diverse client base draws from a variety of industries with a focus on retail, consumer products and services, not-for-profit, education, real estate and business-to-business.

What We Do

Our mission is to design and implement a public relations campaign that effectively accomplishes the client's goals. It is our business to fully understand their objectives, research and gather information about the client and their industry, and implement a program that is in line with the organization's overall philosophy. We work closely with management to ensure the program remains on target and accommodates changes in direction or planning.

Why We're Effective

When our clients speak, we listen. Service based on this simple philosophy, and our sincere desire to implement a campaign that accomplishes our clients' objectives, enables us to provide quality, responsive and effective service.

Recognition

We have received numerous awards for our innovative approach to public relations, including several Gold Awards from the prestigious Public Relations Society of America and the North American Summit Creative Awards. We are also the only firm to twice receive the coveted Gannett Best in Show award from the Advertising Club of Westchester, beating over 650 entries.

GMG Public Relations is a proud member of The PR Collective group of agencies offering nationwide marketing support when needed.

EXAMPLES OF OUR CREATIVITY AND SUCCESSFUL MARKETING PROGRAMS

Dary Rees International

An excellent example of GMG PR creativity is our ‘news conference in a box,’ which was awarded the first of two Best of Show awards we received from the Advertising Club of Westchester. We were asked to generate business coverage for our client’s home products company in anticipation of going public. We did some research and discovered that she had used a little-known government program to expand overseas. We used that angle and created a news conference in a box. We filled it with a bottle of champagne, cheese and crackers, and one of the client’s fun champagne glasses and colorful cheese spreaders. Follow up was easy as most of the publications called us! There were over 320 entries for Ad Club awards that year. We were chosen unanimously by a prestigious board of judges because our “news conference in a box was not only unique in its execution, but was successful for the client,” garnering a 41% placement rate, including Fortune, Entrepreneur, Success and Executive Female.

Scotland Tourism Board

The Scottish tourist board (VisitScotland) enlisted our services to help promote tourism to the country as well as the second annual Tartan Day in the United States and the world’s largest pipe and drum parade to raise money for Marie Curie Cancer Research and Gilda’s Club Worldwide. The goal was also to increase awareness of travel to Scotland. We worked extensively with VisitScotland to organize street teams to promote not only the parade but travel to Scotland as well. Our public relations efforts garnered a feature story on CBS Sunday Morning about the evolution of the kilt. The story highlighted scenes from Edinburgh, a segment with the best-known kilt maker in Scotland as well as an interview we arranged with Sir Sean Connery. The piece was viewed by more than 4 million people. We arranged additional interviews with The New York Times, Travel & Leisure, Travel Agent, Bride’s and Bridal Guide, all featuring travel to Scotland.

When tourism suffered because of hoof and mouth disease, The Scottish Tourist Board again turned to GMG PR for assistance. They gave us 60 days to obtain as much press as possible about positive tourism events in Scotland. Over a two month time period we obtained more than 900 radio placements nationwide and over 200 newspaper and magazine articles including four placements in The New York Times.

The Wartburg

We generated thousands of placements for this 140-year-old elder care facility including coverage on all the major New York area news networks. For the opening of their new assisted living residence we highlighted their attention to detail by mailing green-polka-dot boxes that begged to be opened to media throughout the target area. Each box contained a plain brown potato and a cover letter explaining how ‘residents will never find anything other than fresh vegetables at The Wartburg.’ That promotion garnered a coveted New York Times story along with several local media placements and sales inquiries skyrocketed after the articles appeared. We generated a feature story in The New York Times every year for The Wartburg since we began working with them in 1997.

Auberge Maxime

An upscale French restaurant in Westchester wanted to bring in some new faces to their restaurant. We suggested a “Taste of France” evening. With the chef, we planned a seven-course meal and decided the ‘French Chef’s Wife’ would explain the origin of each dish as we ate. The evening received extensive coverage in the local papers as well as coverage on local TV. We filled the restaurant that evening and inspired many diners to become new ‘regulars.’

IMAX Theatre at Palisades Center

In ten days we organized an entire summer of activities to increase ticket sales at an area IMAX Theatre. We managed to secure eight summer Saturday activities for kids, including a Broadway star to teach jazz dance, a laser tag game, gymnastics and kickboxing demonstrations and a junior-challenge obstacle course. We generated attendance through a grass-roots approach of distributing flyers by hand to the public and mailing out press releases to the media. We also partnered with a party company that agreed to distribute 5,000 balsa-wood airplanes with "IMAX Action Summer" printed on the wings and coupons for IMAX tickets included in the packaging. Not only did the media cover the event, but there were great turnouts on Saturdays and an increase in ticket sales overall. To extend the coverage we recommended that IMAX donate 10 cents of every ticket purchased to Special Olympics. The summer promotion raised over \$4,000 to support Special Olympics athletes in the area. *More details on other IMAX Theatre promotions follows on page 8-12.*

EastRidge Properties

EastRidge Properties wanted a fun idea to launch the first freestanding day care center within an office park in Westchester County. We suggested they create the longest paper-doll chain on record and use it in place of a ribbon to cut on opening day. We then carried that theme through by making invitations for the media out of paper-doll chains, and putting images of paper-doll chains on T-shirts and coloring books for the kids. We then located 100 feet of rolled paper and began carefully cutting the chain. The children finished it by drawing their images on each paper doll. The mayor and the kids cut the paper-doll chain in front of a cheering crowd on opening day. The promotion received huge press and a letter of recognition from the Guinness Book of World Records.

We also assisted EastRidge with their efforts to create a tenant cookbook with all the proceeds going to charity. More than 100 recipes were submitted and a wire bound cookbook was created and sold throughout the Westchester community. We chose a small charity that wouldn't normally benefit from such a large corporate effort and every dollar from book purchases was given to HeartSong generating more than \$5,000 in donations in one month.

Morton's The Steakhouse

We have undertaken several unique initiatives for Morton's The Steakhouse for both the Hackensack, New Jersey restaurant and the White Plains, New York location. Recently we developed and implemented "Foam War", a program to introduce a local New Jersey brewed beer to the Morton's bar menu. We invited five local breweries to submit a beer to the contest which we then promoted throughout New Jersey. The breweries were also asked to send email blasts to their customers, distribute flyers and encourage voting in the restaurant. The promotion has received great media coverage and will continue to receive coverage as we introduce our new Bar Bites menu with the Foam War winner. The program is so successful that we are being asked to replicate it in White Plains.

We recently organized a cookbook signing for the founder of Morton's in conjunction with Barnes & Noble in The Shops at Riverside. The book signing received extensive coverage in the NJ media and as a result the cookbook is being featured in several New Jersey magazines.

Our media event for the introduction of Velocity, the in-house broadcast system for Morton's, was well attended and received extensive coverage including a nearly full page article in the Bergen Record.

Recently we were asked to assist with creating an event for Big Brothers to launch a new campaign in Brooklyn. We could think of no better partner than the new Morton's The Steakhouse in Brooklyn. We worked with Morton's and Big Brothers to create a five hour sidewalk event which attracted thousands of people and media to the site (directly in front of Morton's) and generated over 100 Big Brother applicants.

Risa B. Hoag – President

From 1987 through 1991, Risa Hoag was Director of Public Relations for the White Plains office of Ernst & Young, obtaining the job through intense persistence as the firm at that time had no formal public relations or marketing department and no position actually existed. After convincing the Managing Partner that she could have a positive influence on the office's bottom line, she was hired for a three month trial. During her four and a half years with the company she had primary responsibility for media coverage, writing feature articles and press releases, developing and coordinating special events, market research, and the design and placement of advertising. Her work included providing PR and marketing support for the tax and auditing divisions of the company as well as overseeing the transition from the accounting firm's name change from Ernst & Whinney.



Risa left Ernst & Young and founded GMG Public Relations in 1991. As the owner of GMG Public Relations Inc. Risa has worked with companies in a wide variety of industries including non-profit, B2B, B2C, financial services, entertainment, retail and food service/restaurants. Her unique hands-on approach and out of the box thinking results in greater visibility for each client. Risa has worked on numerous prestigious accounts including: Helmsley Hotels, Travelodge, VisitScotland: The Tourism Board of Scotland, Beth Abraham Family of Health Services, Sidney Kimmel Foundation for Cancer Research, AMC/IMAX Theatres, and Morton's the Steakhouse.

Risa has been active with several not-for-profit organizations over the years including the Westchester Association of Women Business Owners (WAWBO), where she held numerous board positions over a fifteen year period (president 1993 – 1995) and twice received the organization's President's Award. She has also served as Vice President for the WAWBO Education Fund and for the Partnership for a Better Westchester, an organization she helped found in 1997. She is a past Public Relations Chairperson for the Advertising Club of Westchester as well as a past Vice President of the Nanuet Chamber of Commerce, a current board member of the newly formed Greater Nanuet Chamber of Commerce and The Pearl River Chamber of Commerce, and a past board member of the Tappan Zee International Trade Association. She currently serves on the board of Beth Am Temple and is a member of the Orange & Rockland Utilities Community Investment Grant Committee. Risa is also a member of the Public Relations Society of America and the Rockland Business Women's Network.

As a teacher certified by the State of New York and a seminar leader, Risa has presented numerous public relations and marketing seminars and workshops to business organizations and area colleges and was the keynote speaker at a graduation ceremony for the Westchester Business Institute. An accomplished business writer and source, Risa has been quoted and featured in numerous regional and national publications and has appeared on countless radio and television programs.

In 2010 Risa received the Inbound Marketing Certification awarded by Inbound Marketing University as part of its comprehensive Internet marketing training program. This certification acknowledges her proficiency in inbound marketing principles and best practices including blogging, search engine optimization, social media, lead conversion, lead nurturing and closed-loop analysis. Risa joins an elite group of only 15% of professionals to achieve this certification with honors.

During the past 25 years in the industry, Risa has impressed clients with her hands-on, creative approach to public relations and her willingness to think and step outside the box to get the job done.

CLIENTS

Partial List of Clients

A&J Reliable, Inc.	installers of roofing and gutter products
Aging in America/Morningside House	providing eldercare services in and around the Bronx
AMC/IMAX Theatre Partnership	retrofitting AMC Theatres with IMAX technology
AmerTac Home Products	manufacturers of lighting products and home accents
Auberge Maxime	French restaurant in North Salem
Bergen Dance Studio	dance studio in New Jersey
Bernard C. Harris Publishing, Inc.	national alumni directory publisher
Beth Abraham Family of Health Services	5 th largest long-term health care provider in NYS
Beth Am Temple	Reform temple serving Rockland & Bergen counties
Bounce! Trampoline Sports	25,000 square foot indoor trampoline park
Canvas Corp. Home Products	manufacturers of home decorative items
Citrin Cooperman & Co. LLC	CPA firm with 20 partners
Dary Rees International	designer and manufacturer of unique home items
Dermacare Laser Skin Care Center	laser skin care franchise
EastRidge Properties, Inc.	large commercial real estate portfolio in Westchester
Howard Greenberg Properties, Inc.	commercial real estate firm
Hudson Valley Visiting Pet Program	not-for-profit group offering animal assisted therapy
IMAX Theatre at Palisades Center	large format theatre complex serving Rockland & Bergen
Koren Rogers Associates LLC	executive search firm
Laughing Owl Music & Media LLC	entertainment/publishing company
Legal Awareness of Westchester	not-for-profit organization
Ludico Toys, Inc.	importer of high-quality children's toys
Madison Skin & Laser Center	leading skincare center in Manhattan
Magjak Graphic Communications Services	printer and graphics provider
Morton's The Steakhouse	largest company-owned fine-dining brand in the world
New Rochelle Business Improvement District	government entity
Portraits of Hope	not-for-profit association helping children through art
Rivertowns Realty	residential real estate firm in Westchester
RMA of New York	specialists in reproductive medicine
Rockland County Builders & Remodelers Assoc.	trade association
Rockland Home Design Center	first builder's showcase in Rockland County
Seth Kaller, Inc.	leading historic letters and documents dealer
Sidney Kimmel Cancer Center, San Diego	cancer research facility
Sidney Kimmel Foundation for Cancer Research	not-for-profit foundation that supports young researchers
SoNo Corporate Center/Corporate Suites	largest corporate building in South Norwalk, CT
Teikyo Post University	University based in Connecticut
The Children's Dream Foundation, Inc.	non-profit association
The Harquin Creative Group	creative agency and partner on numerous accounts
The Juvenile Bipolar Disorder Foundation	non-profit organization
The Westchester Business Institute	accredited college
The Westchester Fund for Women & Girls	non-profit providing funds to women leadership groups
VisitScotland: The Tourism Board for Scotland	tourist Board for Scotland
Westchester Pediatric Pulmonology & Sleep Medicine	medical service provider for children
Withers & Company	mortgage broker
Westchester Fine Craft Show	leading fine craft show in the NY metro area for 20 years
Woman on Top Inc.	manufacturers of beverages for women
Yost & Campbell	leading HVAC firm in the NY Metro area