

For Immediate Release

Falcon + Wolf Launches Creative Content Lab with Notable Writers, Bloggers, Filmmakers, Photographers, Graphic Artists, Animators, UX and Design Pros

A Storytelling Dream Team to Close The Authenticity Gap

(New York and Vancouver, December 11, 2015) [Falcon + Wolf](#), the New York brand consulting group that specializes in storytelling, content strategy and integrated media today announced the launch of the [FalconWolf Content Lab](#), a dream team of storytellers. The team includes a broad range of content creators from professional writers, well-known bloggers, journalists, industry experts, and thought leadership strategists, to user experience and design professionals, to filmmakers, animators, artists, and photographers. In addition to content expertise, many of the Lab's members are experts and thought leaders in categories from media, luxury and sports to travel, food, wine & spirits, automotive, sustainability, NGOs, social responsibility, entertainment and the arts.

Falcon + Wolf is a New York brand consulting group led by four women with deep roots in the media business: Former American Express and Time Inc. marketing executive Stacey Staaterman, former Sports Illustrated/MONEY/Time branding executive Robin Bigelli, Tech start-up, E-commerce, and content strategy expert Leanne Pawluk, and former Dow Jones Global Communications Chief Amy Wolfcale.

The FalconWolf Content Lab was conceived as a way to illustrate how truly authentic stories are told in an era when research shows that nearly every brand—B2C, B2B, Non-Profit, Academic—has plans to devote increasing resources to content strategy in 2016, even though current surveys show brands aren't sure how they are going to create the authentic content their audiences demand and expect.

"Our motto is: *We'll tell your story*. People come to us for brand strategy, or media relations or social media, but we quickly discover that what they really need is a content strategy—enough authentic, relevant stories to build a community and keep them interested," says Falcon + Wolf's CEO Amy Wolfcale. "Brands tell us they plan to spend more on content next year, even though they aren't sure how they're going to do it. With the FalconWolf Content Lab, our aim is to close what we call The Authenticity Gap by helping our clients create the content that will keep their audiences coming back. *Real stories are driving a fundamental shift in how we build brand strategy because that's what people want—an authentic story they can use, discuss, and share.*"

Members of the FalconWolf Content Lab: Pure North American Awesomeness

Andrew Marley-Clarke (Vancouver): Ideation, Copy, UX Design; expert in health sciences, advertising, mobile tech; passionate about LapApp (Mobile Laparoscopy App) and Drinkin-Buddies; marathoner

Jeannie Bloch (Greater NYC): Crafting + food blogger, brand storyteller, copywriter; expert in food, liquor, packaged goods; poet, Zumba, Founder/Resident Idealist: Say It To Our Faces.

Gretchen Kish (San Francisco): Creative strategy, UX, Visual Storytelling, Design Thinking, Human-Centered Design, Innovation; expert in media, design, tech, travel; Notable food blogger, painter, surfer.

Warren Pawluk (Toronto): Digital marketing strategy, business writing; expert in legal marketing, thought leadership, and content development for professional services + software/technology; big time runner

Drs. Austin Gallagher and Erica Staaterman (Miami): Ocean explorers and leading conservation biologists. Award-winning storytellers, photographers/filmmakers. Founders of beneaththewaves.org

Shawn Hache (Vancouver): Music journalism, Inbound marketing, SEO, blog management, and copywriting; expert in social media, music, and festival and concert promotion; musician in 3 bands

Brian Jenkins (Vermont): Photographer; expert in commercial, sports, music, business, advertising; creator of Falcon + Wolf's unforgettable brand image, Little Artemis

David Kiley (Ann Arbor): Award-winning journalist, author, brand storyteller, blogger; expert in autos, wine + sprits, and the arts; books include *Driven*, *Inside BMW*, and *Getting the bugs out VW in America*

Robin Martin (Vancouver): Project management, writing + editing, strategic planning, stakeholder communications; expert in sustainability, non-profits and politics; green energy, GITI, conservation

Olivia Botifan (Vancouver): Integrated marketing communications, email creative; expert in corporate social responsibility, data analysis, custom dashboards; MBA-to-Be (Apr. 2016); brewer of sweet tea

Lori Braget (Vancouver): Strategic Campaign Management, Lead Generation, Automation; expert in technology, entrepreneurs, women in tech; Toastmaster and racer of yachts

TJ David (Aspen & Mar del Plata, Argentina): Professional skier, blogger, photographer; expert in adventure photography, big mountain skiing, and outdoor recreation; #Vanlife: La Casa Rodante

Dash Gabriel (New York): Creative writing, social media, strategic communications; expert in Pinterest, Facebook, Instagram, Vine, Snapchat, and Twitter; diversity in the arts, entertainment, non-profit, tech

Nina Takahashi (Vancouver): SEM, e-commerce, online & email marketing, social advertising; expert in e-commerce, CPG, and tech startups; foodie, runner, "social butterfly with introverted tendencies"

The group will be led on a project basis by the head of Falcon + Wolf's West Coast Office, **Leanne Pawluk**, herself an expert in creative writing and a seasoned scriptwriter.

About Falcon + Wolf Falcon + Wolf is a consulting group launched in 2011 and dedicated to helping clients build active, loyal, sustainable brand communities with integrated strategy and great content. With offices in New York and Vancouver, their strategic approach to helping clients tell their stories effectively is expressed in their FW Brand System Blueprints, strategies that connect brands with their audiences across platforms and move beyond the constraints of the old marketing and PR silos. F+W core competencies are: Integrated strategy, storytelling, content creation, team leadership training, media relations, mobile/digital strategy, and social media. Their motto and their objective are often one in the same: We'll tell your story.

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AMY WOLFCALE



STACEY STAATERMAN



ROBIN BIGELLI



LEANNE PAWLUK



Jeannie Bloch

Crafting + food blogger, brand storyteller, copywriter; expert in food, liquor, packaged goods, post, Zumba. Founder/Resident Idealist: Say It To Our Faces (anti-gun org)



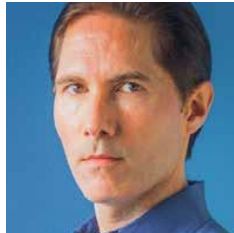
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