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Massey Communications Unveils New Name, Brand and Services

*The 30-year-old communications shop evolves into **Moxē**, a full-service integrated marketing agency*

ORLANDO, April 13, 2016 -- Massey Communications, a 30-year-old traditional communications agency in Central Florida, announced its new name, brand and services. Today the agency unveiled its new name: **Moxē**, accompanied by the new logo, and became a full-service integrated marketing agency. The brand change represents the agency's strategic decision that it's time to do things a little different to meet the evolving needs of clients and businesses in Central Florida.

Under the leadership of Sam Stark, President and CEO, **Moxē**, Central Florida's most connected agency for fully integrated marketing solutions, is positioning itself as the one-stop shop for comprehensive marketing needs.

Stark explained the agency's decision to launch the new brand, "The need for **Moxē** was clear- business and marketing executives could not get full-service, fully integrated marketing support from one agency," Sam continued, "Discipline specialization, the trend over the past five years, meant organizations had to pay three to five shops to get what they needed. We think it's time to change that."

Along with the new name and logo, **Moxē** also rolled out the agency's new website: www.getmoxe.com and launched new social media channels on [Facebook](#), [Twitter](#) and [LinkedIn](#). The company also recently relocated its office to new space in Winter Park at the beginning of the year to accommodate the agency's expected growth.

The **Moxē** team brings together best-in-class talent from all specialties of the marketing spectrum. Stark spent the last several months recruiting and hiring a new team in order to provide truly comprehensive capabilities. Those hires include Gary LaPage as Vice President of Advertising and D'Anne Mica as Vice President to lead the agency's newly formed Community Engagement practice. Kim Sachse remains the agency veteran Vice President of Creative. The agency is planning to continue the aggressive growth to meet demand.

Moxē remains owned by Massey Services, Inc. Harvey Massey, Chairman and CEO of Massey Services, Inc. was the first to jump on board the decision to take the firm in a new direction; "it's time to stand out in a sea of sameness."

The agency's current clients include an array of organizations from large multi-million dollar national organizations like Massey Services, Bags Inc., and the United States Tennis Association, to statewide organizations such as the Florida High School Athletic Association and local non-profits Orlando Ballet and JFS Orlando.