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**Rivers Agency Launches New Website, Sets Stage for Further Growth**

**CHAPEL HILL, N.C** — Rivers Agency has launched a new website at riversagency.com that reflects the ongoing expansion of talent, capabilities and client activity taking place at the full-service advertising and web development firm based in Chapel Hill, N.C.

Ranked by the Triangle Business Journal’s as the sixth largest ad agency in the Triangle area of North Carolina in 2015, the Rivers Agency has added eight new staff members this year, including five developers, a designer, a project manager and a digital marketing strategist. The new hires bring Rivers’ total staff size to 48, an increase of 17 employees since 2014.

This year, Rivers Agency also has added a number of exciting new clients. They include

JB Duke Hotel (for branding), NC AHEC (web design), Nutrition Obesity Research Center (web), SECU Family House (branding/marketing), Carolina Air (marketing) and the UNC Center For Regulatory Research on Tobacco Communication (design). In addition, Rivers has undertaken a variety of new web and design work for other longtime clients such as Cree, Charles & Colvard, Innovate Carolina and Duke Winter Forum. In all, Rivers Agency has a total client base of 300+, including its very first client, Capel Rugs.

Founded as a branding and design firm by Lauren Rivers in 1993, Rivers Agency has evolved over the years into a full-service agency offering integrated marketing and advertising, web design and development, print design, public relations, and TV and video production services. Web design and development has emerged as a particularly strong area for growth, and Rivers recently has expanded its capabilities to include expertise in the new Magento 2.0 e-commerce platform.

Rivers’ team of skilled developers build and manage user-centered, client-friendly websites and mobile apps for a wide range of companies, and its award-winning UX designers and back-end developers keep clients’ digital marketing on the forefront through the right combination of technology and design, according to Rivers, the agency’s president. “We’re technically agnostic, meaning we work across all screens, technical devices and machine-to-machine engagements to create a unified branding experience,” she said. “We strive each day to be the most talented full-service design and development agency on the East Coast. We do all of our work with our brilliant in-house team.”

“With all our work, great design remains at the heart of everything we do,” Rivers added. “Whether we’re creating an identity, print materials, advertising or packaging, our goal remains the same: to make inspiring, unforgettable work that engages the audience.”

For its own website redesign, which just debuted this summer, Rivers developed a fresh new look and format. Colorful and engaging, the site highlights dozens of video, web and print projects recently completed by the agency. The organization of the site is highly user-friendly and simple to navigate, with content that is easily searchable by company or capability. Additional features include detailed information about company culture and services, as well as an engaging blog.

The site also includes testimonials from clients, such as this recent feedback from Nancy Knowles, director of strategic communications for the Duke Innovation and Entrepreneurship Initiative: “Rivers has been a true partner in helping us launch our brand and I simply cannot say enough good things about this team of talented and highly professional designers and developers. The Rivers Agency continues to be an integral part of our communications and marketing success.”

The quality of Rivers Agency’s work is consistently recognized by its peers and the business community. This summer, the agency was nominated for the 2016 *Business North Carolina* Small Business of the Year Award. Sponsored by First Bank, the award recognizes the important contributions small businesses make across the state. Award winners will be announced in December.

This spring, Rivers Agency also was honored with nine Communicator Awards for a variety of project types, including website and print design and marketing. Founded more than 20 years ago, the Communicator Awards is the leading international awards program that honors excellence in marketing and communications. The program receives more than 6,000 entries annually from companies and agencies of all sizes, making it one of the largest awards programs of its kind in the world.

In addition, the Rivers Agency received five Davey Awards last fall. The annual Davey Awards is the largest and most prestigious creative design competition established specifically for small to medium sized ad agencies.

“Winning these awards is a wonderful testament to the creativity and dedication of our team and to the amazing opportunities our clients have given us to create meaningful and effective designs and campaigns,” said Rivers.

Going forward, Rivers Agency plans to continue building on its core strengths and find new ways to communicate messages, new opportunities to engage customers, new visuals to tell stories and new strategies to overcome challenges. “This ‘can-do,’ creative spirit is our driving force and the motivation behind our client-pleasing, award-winning work,” said Rivers.

The Rivers Agency is located on the ground floor of the Greenbridge Condominums building at 601 W. Rosemary, on the edge of the historic UNC-Chapel Hill campus. The agency moved to the 4,700-square-foot space in July of 2014. The office was designed by Philip Szostak, an award-winning architect with Szostak Design, known for his elegant, minimalistic designs.

**About Rivers Agency**

Rivers Agency is a full-service advertising agency offering integrated marketing and advertising, public relations, print design, web design and development, and TV and video production — all leveraging the latest in digital, social and mobile technologies. As the sixth-largest agency in the Triangle area of North Carolina, Rivers provides a mix of expertise in cross-platform design — from print to web to video and beyond — that enables the agency to provide maximum results for each client. [www.riversagency.com](http://www.riversagency.com)

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