

## MAXWELL PR BUILDS TEAM WITH FRESH TALENT, PROMOTES EXPERIENCED STAFF

**PORTLAND, Ore. – Oct. 18, 2010** – Maxwell PR Studio is strengthening its experienced team with the promotion of Erica Erland to account supervisor and Stacey Malstrom to account executive, as well as additions of Diana Szymczak as account supervisor, Megan Soto as account executive and Jeremy Liebman as account coordinator.

With more than five years of Maxwell experience, Erland leads consumer media relations and consumer engagement campaigns for Kettle Brand®, Peter Rabbit Organics, Tillamook Cheese and Yogi Tea. Prior to joining the agency, she was an account executive with the Seattle Weekly newspaper and an instructor at the University of Washington.

Malstrom joined the agency earlier this year following two years as PR manager at Travel Lane County in Eugene. She works with both tourism and consumer accounts, including Astoria-Warrenton Chamber of Commerce, Pacific Natural Foods and Travel Oregon.

Szymczak brings a rich integrated background to Maxwell, including 15 years of client relations, marketing and project management experience with Oregon Business Media, CMD, Staccato Design and The Oregonian/MIX Magazine. Most recently, as owner of Orange Moon Marketing, she managed PR for a variety of artisan food products, restaurants and wineries.

After spending the past two years at San Francisco PR agency LaunchSquad, where she generated media coverage for consumer accounts including Diapers.com and Evernote, Soto joins Maxwell as an account executive implementing consumer media relations and social media programs.

Upon graduating from the University of Oregon School of Journalism and Communication, Liebman joins Maxwell as an account coordinator on consumer and tourism PR accounts. Previously, he was an account supervisor of Allen Hall Public Relations, the university's student-run PR firm.

### **About Maxwell PR**

Founded in 1997, Maxwell PR is an independent public relations firm specializing in media relations, consumer engagement, social media and digital marketing for national consumer brands. Current clients include Kettle Brand®, Columbus Foods, Mobia by Nautilus, Pacific Natural Foods, Peter Rabbit Organics, Tillamook County Creamery Association, Yogi Tea and Whole Foods Market Portland. Its work in tourism and hospitality includes the Astoria-Warrenton Chamber of Commerce, Travel Oregon, Tourism Walla Walla and Willamette Valley Visitors Association. Visit [www.maxwellpr.com](http://www.maxwellpr.com) for more information.

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