

## LP&M GENERATES PUBLICITY FOR COMPANY'S COMMUNITY INVOLVEMENT

**Syracuse, NY (November 2007)** – When McClurg Remodeling & Construction Services decided to help the family of a local farmer with ALS (Lou Gehrig's) Disease by volunteering a 3-week "extreme" whole house makeover, it turned to Latorra, Paul & McCann Advertising (LP&M) to get the message out to the local community.

LP&M began by meeting with Scott McClurg, president of McClurg, and the farmer's family to define objectives and develop a public relations campaign. The campaign objectives were to increase awareness about this debilitating disease and inform the community about how homes can be adapted to allow family members to maintain their independence when life events change.

LP&M developed media alerts, created key messages, contacted local media – television, cable and radio station news directors and print editors – and coordinated events and publicity to maximize local media coverage.

LP&M was very involved in the project from beginning through completion, visiting the project site and coordinating publicity. When the time came to unveil the newly-remodeled home, LP&M prepared and assisted Scott McClurg and the family with media interviews, and coordinated media activities on-site.

LP&M secured coverage of the story through local network television stations, several radio stations as well as daily, weekly and business print publications.

LP&M is a full-service advertising and strategic marketing communications firm serving a variety of local, regional, national and international clients. A member of the American Association of Advertising Agencies, LP&M is head-quartered on the tenth floor of the historic University Building in downtown Syracuse, NY.



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