

BERG MUIRHEAD



FOR IMMEDIATE RELEASE

December 1, 2008

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Berg Muirhead and Associates Marks 10 Years of Success in Public Relations

DETROIT – Berg Muirhead and Associates marks its 10th year in business this month. Established in 1998 by Georgella Muirhead, APR, and Bob Berg, the public relations agency has been part of a decade of change in the Detroit region which includes three mayors, the opening of three casinos, a burgeoning waterfront and a revitalized downtown.

The Detroit-based agency has successfully managed communications and strategic planning efforts on behalf of non-profit, hospitality, real estate, political and municipal clients in and outside Detroit. Two clients who signed on when the agency first opened its doors—international IT services firm Strategic Staffing Solutions and Mackinac Island's iconic Grand Hotel—are still clients.

Today, the firm includes the two partners and an 11-member staff who manage more than 20 active accounts in areas of community outreach, event planning, media relations and crisis communications counsel. It is a certified Detroit small business and minority and women-owned business.

Muirhead and Berg started planning the agency in late 1997 after they helped plan and direct the funeral arrangements for the late Detroit Mayor Coleman A. Young, who both had served as appointees. Berg served as Young's press secretary for 10 years and Muirhead headed the city's communications department.

"I told Bob, if we could make it through that week, we could probably go into business together," Muirhead said.

The alliance has proven to be a good one. Over the years the agency has worked on projects involving newsmakers including real estate mogul Donald Trump, House Speaker Nancy Pelosi, and self-help guru Dr. Phil McGraw. The firm has also managed notable events ranging from the 2003 Democratic Presidential Debate in Detroit, the 2008 Congressional Black Caucus Democratic Presidential Debate in Myrtle Beach, South Carolina—which Muirhead served as spokeswoman, and the 100th anniversary of

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Faygo soft drinks. The agency has also been successful in Congressional and mayoral races as well as ballot campaigns, such as the tri-county Detroit Zoo millage that passed in August.

Muirhead and Berg, who have more than 60 combined years experience between them in public affairs, event planning and media relations, have sought out projects that instigate constructive change in the metro area.

“Our goal was not just to build another public relations agency, but to pursue an active role in the life of our community and to take on projects that improve the quality of life in the Detroit region,” said Muirhead. “We’re proud that we’ve been able to consistently be involved with efforts that make positive additions to this community.”

Some of those include projects for the Detroit RiverFront Conservancy, the Westin Book-Cadillac Hotel, the Detroit Transit Options for Growth plan to build the region’s first light rail system on Woodward Avenue, and the New Center Council and it’s annual Comerica Cityfest, which drew the largest audience in its history last July, and YouthVille Detroit, the youth development center at Lothrop and Woodward operated by the Detroit Youth Foundation.

Muirhead served 24 years as Senior Community Relations Administrator in the Michigan cities of Ann Arbor, East Lansing, Southfield and Detroit. She also held the position of Director of Communications for the Wayne County Commission and operated Georgella Muirhead Communications, Inc. before becoming the president of Berg Muirhead and Associates.

Berg began his career as a reporter for United Press International, including stints as bureau chief in Lincoln, Nebraska and Lansing, Michigan. He later became Michigan Capitol bureau chief for Panax Newspapers. In 1977, he began a 17-year period in which he was senior public affairs advisor to Michigan’s two longest serving Chief Executives — first as Executive Assistant for Public Affairs to Michigan Governor William G. Milliken from 1977 through 1982 and then as Press Secretary to Detroit Mayor Coleman A. Young from 1983 through 1993.

Berg Muirhead and Associates has earned numerous awards over the years, most recently the 2008 Renaissance Award IABC/Detroit Award of Excellence for fundraising communications.

For more information www.bergmuirhead.com.

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