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Red Shoes PR, Inc. launches in Appleton, Wis.

New agency defines marketplace niche with focus on public relations

Appleton, Wis., (June 25, 2008) – Red Shoes PR, Inc., a full service public relations agency, launched in Appleton, Wis. Lisa Cruz and Jessica Dennis founded the company, located at W6110 Aerotech Drive, Appleton in May 2008. Karen Buckoski also came on board as an account executive.

To date, Miron Construction Co., Inc., Orthopedic & Sports Institute and GingeRootz Asian Grille are included on the client roster.

“Our company focuses on client service, innovation and results. For an agency partner, we look for those same values and Red Shoes PR fits with our company very well. The experience that Lisa Cruz and her team bring to the table help move us forward in reaching our business objectives,” said David G. Voss, Jr., President of Miron Construction Co., Inc.

Adds Curt Kubiak, Executive Director of the Orthopedic & Sports Institute, “Now, more than ever, we understand the value of creating word of mouth to reach our target audience. A proactive public relations program is a strong component to our overall communications efforts. What Lisa and her team offer is a fresh approach to letting the community know who we are and about the innovative services we provide . ”

Cruz, who has more than 14 years of public relations experience in the Midwest and Southern California, is excited for the opportunity to bring a fresh approach to thinking and communicating in Northeast Wisconsin. During her career in public relations she’s worked with media outlets such as *USA Today*, *Sunset Magazine*, *First for Women*, and international publications. She’s also helped manage events that highlighted celebrities such as Faith Hill, Tim McGraw and Raquel Welch.

“Overall, reaching target audiences has become more challenging in an increasingly crowded marketplace,” said Lisa Cruz, President of Red Shoes PR. “At Red Shoes PR, we are continuously striving for new, innovative ways to communicate with audiences on behalf of our clients. Companies need to interact with their audiences or pique enough interest in their product or service to get people talking.”

Jessica Dennis, Vice President, also notes that Red Shoes PR hopes to drive new business efforts by creating their own word of mouth. “We are client focused and results driven. It’s our

goal to do such an amazing job for clients that they in turn refer others to Red Shoes PR. Overall marketing efforts are evolving and we want to be at the forefront of that change.”

Red Shoes PR specializes in media relations, communication strategies, promotional campaigns, event planning and execution, online PR, crisis communication management, brand perception management and writing. Industry experience includes health care, construction, restaurants, retail, B2B, manufacturing and financial.

For more information about Red Shoe PR, Inc., contact Lisa Cruz, President, at (920) 574-3253 or e-mail her at lisa@redshoespr.com.

Red Shoes PR, Inc. provides public relations services throughout Wisconsin and the Midwest. Services include media relations, communications strategy development, promotional campaigns, PR planning, event planning and execution, crisis communication management, brand perception management and writing. It was founded in May 2008. Clients are located in markets such as Wausau, Northeast Wisconsin and Cedar Rapids, IA.

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