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ALCHEMY PR AND MARKETING LAUNCHES BLOG
Life of Your Alchemists Blog: Be Wrong, Be Right...Just Be Interesting

Phoenix, Ariz. [May 15, 2009] – Alchemy PR and Marketing, an award-winning duo of freelance marketing communications and strategic public relations professionals with experience ranging from small businesses to Fortune 500 companies, announces the launch of the “Life of Your Alchemists Blog” today at www.alchemyaz.com/blog.

With the motto, “be wrong, be right...just be interesting,” Alchemy co-founders – Diane Eichler and Andrea Kalmanovitz – offer a candid conversation about their lives in and out of the communications industry.

“We will try to be witty. We will try to be fun. We will always give you our honest opinion,” states Eichler, marketing division head.

The Life of Your Alchemists Blog produces material on all things marketing and public relations including new products, emerging trends, case studies, industry etiquette, photography, typography and so on. Beyond the communications industry, the blog also covers the co-founders’ favorite pastimes like travelling, music, books, yoga, restaurants, events and cooking.

“Not only will you get to know us through our blog,” says Kalmanovitz, co-founder specializing in public relations. “You will also get to know our four-legged family members – Cuban circus dogs Cali and Tika Maria Rosa Rodriguez Eichler and English Labrador Super Presley Poopie Pants Ricochet Kalmanovitz. They inspire us every day and we hope they will inspire you too.”

To read and/or subscribe to the blog, visit www.alchemyaz.com/blog. Blogs are posted by Eichler and Kalmanovitz when creativity strikes sporadically throughout the week.

Alchemy specializes in public relations programs such as media outreach, launches and grand openings, sponsorships and strategic alliances, crisis communications and issues management, social media, corporate communication and copywriting. Marketing expertise include brand and corporate identity, naming, marketing and media planning, media buying, print and design and advertising. For more information on Alchemy PR and Marketing, visit www.alchemyaz.com

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About Alchemy PR and Marketing

Named after the principal method of transmuting common substance to gold, Alchemy blends the complementary practices of creative marketing communications and strategic public relations. Alchemy differs from a traditional full service communications agency because the award-winning founders – Diane Eichler and Andrea Kalmanovitz – partner with clients as independent contractors. The duo heads each account directly with a high-level, holistic and multi-disciplinary approach. Founded in 2009, Alchemy has offices in Phoenix and Tempe, Ariz. For more information, visit www.alchemyaz.com.