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ALCHEMY PR AND MARKETING SEES UPSIDE IN DOWN ECONOMY
New Spirit of Creativity Arises

Phoenix, Ariz. [April 6, 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, started its business in the crux of the worst recession since the Great Depression. Why? Alchemy says to leverage the opportunity to reinvent organizations.

According to Diane Eichler, Alchemy co-founder and head of the marketing division, “PR and marketing are often the first budgets slashed by companies, however it is perhaps one of the most valuable and important tools to keep a business thriving during hard times.”

The current downturn is historic, yet the U.S. has experienced many recessions in the past that transformed startups to now household names. Fortune 500 companies like IBM, Hershey’s, Gillette, Chevron and General Electric started in the recession of the late 19th Century. The Great Depression yielded companies like Fortune Magazine, Hewlett-Packard and Revlon Cosmetics.

“We think the state of this economy offers us a niche,” adds Andrea Kalmanovitz, co-founder specializing in public relations. “Now, many companies are outsourcing because of internal budget cuts, or cutting back on agencies since fees tend to be high. As independent contractors, we bring the expertise and strong backgrounds of senior agency personnel, at a more cost-efficient price point.”

Kalmanovitz adds that out of this challenging time, industries will be transformed by radical innovation, creating a new spirit of creativity and opportunity. She says, “By staying abreast of the changes, we find prospects for our clients every step of the way.”

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.