

PRWeek



NEWS BRIEFS



SOCHI, RUSSIA: Sochi 2014, Russia's bid to host the 2014 Olympic and Paralympic Winter Games, has hired Weber Shandwick and IMG to support the bid, only four months after initially selecting Burson-Marsteller and Helios Partners for the task. The bid committee recently switched leadership, with Dmitry Chernyshenko, SVP of Russian ad agency Media Arts Group, taking over as CEO. Andrey Braginski, newly named marcomms director for the bid group, noted Burson's efforts, but said the new leaders sought to go in another direction. Burson, which announced the win last August, helped Sochi 2014 with its questionnaire submission to the IOC, one of many steps in the pursuit to host the Games.

» **WASHINGTON:** The American Legacy Foundation is working with the African American Partners for a Tobacco-Free Society, a coalition of six national groups, to launch a public awareness campaign about the importance of smoking cessation. An advertising campaign in local cinemas will direct smokers to an 800-number where they can find resources to help them quit.

» **DENVER:** GroundFloor Media (GFM) has been chosen by Seattle-based Starbucks as its regional agency for Colorado, Montana, Utah, and Wyoming. GFM will manage local efforts, media relations, product launches, community outreach, and sponsorships.

» **SEATTLE:** Tamara Wilson Public Relations has added several restaurants to its

roster, including McCormick and Schmick's, Morton's Steak House, Fork, and Boka. It has also added engagement ring store E.E. Robbins, fashion retailer Mario's of Seattle, greeting card company Potluck Press, and its jewelry unit Potluck Paris.

» **MOUNTAIN VIEW, CA:** WiMAX company Aperto Networks has retained Edelman's Silicon Valley office for strategic counsel, media relations, and corporate branding in Asia, Europe, Latin America, and the US.

» **NEW YORK:** The PRSA's New York Chapter has unveiled a new website at NYPRSA.org, which lets both members and nonmembers register online for events and programs.

» **VISTA, CA:** McCain Inc., which makes hardware and software for traffic management, has retained Berkman

GFM

will manage PR activities for Starbucks in Colorado, Montana, Utah, and Wyoming

Communications to develop and execute a global marketing campaign including branding, advertising, collateral development, and public affairs.

» **PORTLAND, OR:** Lane has added three clients to its agency roster: Whole Health Management, which operates onsite health clinics and fitness centers for large self-insured corporations; premium beer brewer Henry Weinhard's; and wiki software company Wetpaint.

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