

FOR IMMEDIATE RELEASE

Media Contact:

Tarah Beaven
Landis Communications Inc.
415.359.2306
tarah@landispr.com
www.landispr.com



LANDIS COMMUNICATIONS INC. (LCI) WELCOMES SEVEN NEW CLIENTS

California Bank & Trust, AAA, Vino Volo, Maxthon and Three Others Tap LCI for Public Relations Support

Staff Update: LCI's Jordana Heinke promoted to Account Executive

SAN FRANCISCO, May 03, 2012 – [Landis Communications Inc.](http://www.landispr.com) (LCI), the awardwinning independent San Francisco-based public relations and social media agency, adds seven new clients to its roster. Following a flurry of new-business activity in the first quarter of 2012, LCI is pleased to announce client partnerships with California Bank & Trust, AAA Club Partners, Maxthon, Vino Volo, Backcountry Pictures, Direct Access Marketing and REDF. LCI's 20 plus-year reputation for providing expert strategic counsel and leading-edge public relations in the Bay Area and throughout the nation was instrumental in securing partnerships with its diverse list of new clients.

LCI is handling the following client campaigns:

- **[AAA Club Partners](#)**: The holding company of the 10 AAA clubs nationwide has partnered with LCI on a new initiative.
- **[California Bank & Trust](#)**: A leader in small-business banking in California, California Bank & Trust is engaging LCI to execute a multi-cultural campaign to support a new minority and women-owned business initiative.
- **[Maxthon](#)**: The China-based technology company is tapping LCI to launch the latest version of its web browser in the U.S.
- **[Vino Volo](#)**: The operator of 18 in-airport wine lounges throughout the U.S. will work with LCI to promote its exciting new 2012 programs.
- **[Backcountry Pictures](#)**: The filmmaking and production company is tapping LCI to promote its important new film, [California Forever](#), which tells the story of California's state park system and is airing on PBS this Fall.
- **[Direct Access Marketing](#)**: LCI will raise awareness for the Bay Area's first Witness Crematory, located at [Chapel of the Chimes](#) in Hayward.
- **[REDF](#)** (Roberts Enterprise Development Fund): the San Francisco-based venture philanthropy organization is calling upon LCI's expertise in strategic communications counsel.



**David Landis,
President/CEO,
Landis Communications
Inc.**

“We’re delighted that the new year has brought a flurry of new business engagement to LCI and consider it a testament to our results-oriented 20-plus-year history,” says [LCI President David Landis](#). “LCI is proud to have the opportunity to work with such a diverse range of outstanding businesses, all of which have exciting stories to tell – and share. Each of these exceptional organizations is either a leader or a pioneer in its respective field. We consider it an honor to utilize traditional media, social media and digital initiatives to help these businesses grow.”

The addition of seven new organizations to the client roster continues the agency’s two-decade-plus history of public relations support for major consumer brands, consumer technology companies and non profits. LCI has an extensive background working with top corporate, educational and cultural organizations as well as important community entities. The agency has executed successful public relations campaigns for a wide [range of clients](#) (both regional and national), including MetLife, California Academy of Sciences, San Francisco Symphony, Fairmont Heritage Place, Lotus Bakeries, Old Navy, Whole Foods Market, Clickworker and many others. LCI has worked with dozens of national and international companies representing a broad spectrum of industries – from technology to education and ranging in scope from large multinational organizations to local nonprofit groups.

Staffing News

LCI also is pleased to announce the promotion of Jordana Heinke to Account Executive.

During her two-years at LCI, Jordana Heinke has delivered exceptional results on behalf of LCI’s clients. She has assisted in strategic campaigns for such clients as the California Academy of Sciences, the Exploratorium, Lotus Bakeries/Biscoff, Jack London Square, the San Francisco Symphony, NatureBridge, the American Craft Council, Cartridge World, Clickworker and French American International School. As account executive, she will be directly involved with some of LCI’s newest clients, including: AAA Club Partners, Vino Volo, Maxthon and California Bank & Trust.



**Jordana Heinke,
Account Executive**

About Landis Communications, Inc.

Winner of the 2010 Bulldog Award for social media, LCI is a full service, independent San Francisco public relations agency with expertise in consumer, business to business, social media, digital, consumer technology and non profit communications. LCI provides strategic, creative and results driven public relations counsel to clients in a variety of consumer focused and business to-business industries. Dedicated to helping businesses improve their bottom line, LCI is known for its trademarked PRomised Results© program. LCI also is the San Francisco member agency of the Public Relations Global Network (www.prgn.com) with 42 affiliate agencies worldwide. For further information about LCI, please visit www.landispr.com.

Media please note: For more information or to schedule an interview, please contact: Tarah Beaven at tarah@landispr.com or 415-359-2306.

###