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## **Landis Communications Inc. (LCI) Kicks Off 2014 By Adding Merlin Entertainments Group To Roster**

### *LCI Also Expands San-Francisco-Based Team*

**SAN FRANCISCO (January 22, 2014)** – [Landis Communications Inc.](#) (LCI), an award-winning, mid-sized communications agency based in San Francisco, kicked off 2014 by adding [Merlin Entertainments Group](#) to its roster of global clients. In addition, LCI has expanded its San-Francisco-based team with the addition of [Douglas Myers](#) as Senior Director and [Kimberly Premo](#) as Account Coordinator.

LCI will be working with Merlin Entertainments Group on launching two new properties at San Francisco's Fisherman's Wharf: Madame Tussauds San Francisco and the San Francisco Dungeon. Merlin Entertainments Group is a leading name in location-based, family entertainment and the world's second-largest visitor attraction operator.

"We are excited about working with Merlin Entertainments," said LCI President David Landis. "Our extensive knowledge of the Bay area as well as our work in the entertainment and travel industries will not only play a key role in the successful launch of these locations but also support Merlin's growth in North America."

The addition of Douglas Myers and Kimberly Premo rounds out the LCI team, positioning the firm to expand and grow services to global clients and meet new business demand.



*Douglas Myers  
Senior Director*

Douglas Myers is a 20-year veteran with extensive corporate and business-to-business experience. As Senior Director at LCI, reporting directly to President and CEO, [David Landis](#), Douglas is managing accounts and staffing for various clients, supporting LCI's mission of designing communication initiatives that help an organization achieve financial, strategic and branding milestones. He will also play a key role in business development for LCI as the firm continues to expand through marketing communications and digital engagement with local, national and international companies.

Drawing from his experience as communications and marketing director for national and global for-profit and non-profit organizations including AIDS Walk, LA Law Library, MONY Group and PricewaterhouseCoopers, Douglas brings specific expertise

in financial communications, media relations, issues management and the integration of marketing and PR strategy. At LCI, he will be serving California Academy of Sciences, California Bank & Trust, City CarShare, Merlin Entertainments Group and Troon Pacific, among others. Prior to joining LCI, Douglas built and managed his own strategic consulting business in Los Angeles, where he developed communication and branding initiatives for a number of financial, corporate and professional service institutions, including Deloitte, LAN Airlines and Union Bank.

As Account Coordinator, Kimberly Premo is playing an integral role in serving key LCI accounts, including City CarShare, Merlin Entertainments Group, Northstar Memorial Group and Walmart. She also contributes to LCI's digital marketing and social media commentary. LCI's content marketing has quickly become the "go to" resource for marketing and public relations tips and information, now accessed by thousands of company and industry leaders both in San Francisco and around the world.



"On the heels of a vibrant Bay Area economy and through our affiliation with the [Public Relations Global Network](#), we are seeing increased demand for our integrated digital marketing and public relations services," added Landis. "The addition of Douglas and Kimberly strengthens our team at both the senior and coordinator level, gives us greater scope and depth to meet this demand, allows us to continue delivering innovative programming and strengthens our ability to provide senior counsel to c-suite executives."

#### **About Landis Communications, Inc. (LCI)**

Winner of two national Bulldog Awards and called "the Bay Area's communications experts," **Landis Communications Inc. (LCI)** provides strategic communications, digital, integrated marketing, social media, media training, video production and overall public relations services and counsel to help businesses grow and stand out. Celebrating nearly 25 years, LCI is based in San Francisco and represents leading national consumer, technology and business-to-business clients. With its trademarked **Promised Results®** program, LCI delivers the **right** results that promote clients' success to achieve their goals. This year, TopPRAgencies.com named LCI the 3<sup>rd</sup> best social media agency in the country. In 2013, LCI launched **Giant Step Digital**, a national digital marketing brand in partnership with **The Castle Group** in Boston. LCI is the San Francisco member agency of Public Relations Global Network (PRGN), with nearly 50 offices worldwide; David Landis currently serves as President of PRGN. Follow LCI on [Facebook](#), [Twitter](#), [LinkedIn](#), [YouTube](#), [Pinterest](#) and [Google Plus](#). For further information about LCI, please visit: [www.landispr.com](http://www.landispr.com).

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