

Press Release – For Immediate Release

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Eberly & Collard Public Relations Makes List of Top PR Firms

May 18, 2010 – ATLANTA – Eberly & Collard Public Relations, a public / media relations and advertising firm specializing in the Home, Garden, Design, and Agribusiness Industries, announced today it was awarded inclusion to the *Atlanta Business Chronicle's* 2010-2011 Industry Leaders list. The distinction places the company on the annual list of top public relations firms, as determined by the research staff of the business publication. The list of top firms was published in the May 14 edition and will also be included in this year's *Book of Lists, 2010-2011*.

"We are proud to be part of such a professional line-up of PR firms," says Don Eberly, co-owner and president / chief executive officer. "Being headquartered in Atlanta has proven to be a solid home base for servicing clients corporately located throughout North America."

Considerations for comprisal to the list included size of firm and employer status. Other noted factors encompassed the firm's service offer and company-wide achievements during the past year. The success of Eberly & Collard Public Relations' social media services, termed PR 2.0, was sited as a significant annual achievement for the firm.

"The team at ECPR has worked diligently to cultivate our PR 2.0 service model, which is the convergence of traditional public relations and modern social media networks," says Jeff Collard, co-owner and vice president / chief financial officer. "This proactive combination leads to building online communities for our clients, including their existing customers, potential customers, supporters, media members, and others within their constituency groups and diverse marketplaces."

The PR 2.0 service was created to help businesses build and gain referral traffic from online social networks, while still executing traditional public and media relations. At the core of the program, Eberly & Collard Public Relations guides its clients through the process of utilizing social media strategies and channels to interface directly with their customers or clients, and participate in their online conversations.

Collard, Eberly and their staff implemented social media services for their clients a year ago after conducting focus groups to determine the related effectiveness. Their findings showed combining established public relations practices with online social networking enhanced clients' marketing communications from one-way models to two-way relationships.

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Learn more about Eberly & Collard Public Relations on the company's website at www.eberlycollardpr.com and through the following social media channels:

- Blog: www.eberlycollardpr.blogspot.com
- Facebook Fanpage: <http://tinyurl.com/ECPR-Facebook>
- Twitter: <http://twitter.com/eberlycollardpr>
- Flickr: <http://tinyurl.com/ECPR-Flickr>

Information about the firm's social media services can be read at: <http://www.eberlycollardpr.com/social-media.asp>.

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Notes for Editors, Reporters, and Other Members of the Media:

- *Members of the media and writers may seek supplemental information and advanced interviews by contacting Eberly & Collard Public Relations at the phone number and / or email address at the top of this release.*
- *Byline articles with social media subject-matter are available upon request.*