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**FOR IMMEDIATE RELEASE –**

## **AR & Co. PR & Marketing Celebrates a Decade in Business** *Paso Robles Agency Says Thank You by Giving Back – Announces Charities Donations Program*



*Pictured from left to right: Creative Director Steve Cantu, Communications Coordinator Sophia Stephens, Owner/Founder Angela Robinson, Receptionist Annie Bowsky and Senior Writer Jamie Relth (not pictured).*

**PASO ROBLES, California (February 2, 2012)** – Downtown Paso Robles full-service advertising agency [AR & Co. PR & Marketing](http://www.arandcompany.com) is kicking off the New Year with the announcement of their ten year anniversary. As a way to show gratitude and in honor of those who have contributed to the agency’s successes, AR & Co is launching the AR & Co. Charity Events Promotion Program (CEPP). The program is designed to assist one charity per year with the promotion of a charitable event.

“We’ve weathered a major earthquake, an economic landslide, and

other ups and downs one might expect, and I’m proud to say we step into our eleventh year stronger and more confident than ever,” says Founder Angela Robinson. “We cannot think of a better way to share our successes than to support local North San Luis Obispo County charities with a yearly donation of our services.”

Robinson established her namesake firm in January 2002, with a computer, a cell phone, a fax machine and one filing cabinet. Today, Robinson and her staff of four continue to work hard to keep their long-term clients and attract new ones, maintaining their very first client – Propane Promotion Consortium, Inc.

Evolving with the technological and cultural shifts over the last ten years, the full-service marketing agency now specializes in results-only advertising campaigns, cost-efficient public relations, search engine optimization (SEO), website development, graphic design that doesn’t get lost in the clutter and concentrated social media campaigns for a variety of industries.

“Marketing has changed dramatically since 2002, and we are constantly focusing on staying abreast of the latest trends to provide the most effective service and advice to our clients,” says Robinson. “Integrated multi-media approaches are essential to reaching an increasingly mobile, digital and social market.”

Providing an experienced and talented staff known as the “A-Team” to guide businesses through the maze of modern marketing—from Facebook and banner ads to print campaigns and radio spots—AR & Co. A-Team also



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prides themselves on their commitment to providing individual attention and customized marketing strategies to their diverse set of clients.

Aside from their established list of clients, AR & Co. supports the Paso Robles Lions Club, a service organization which Robinson is the President, through generous in-kind donations and publicity and marketing services. Beginning next month, AR & Co. will send out a request for proposal for the Charity Events Promotion Program (CEPP) and select one charity to receive the in-kind donation of services for this year.

To learn more about AR & Co. PR & Marketing, go to [www.arandcompany.com](http://www.arandcompany.com) or call (805) 239-4443 or email [angela@arandcompany.com](mailto:angela@arandcompany.com).

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