



Public Relations
Marketing

Contact: Angel Robinson (805) 239-4443, angel@arandcompany.com

NEWS RELEASE

Local PR Firm Looking to Add Momentum to Paso Robles Rebuilding Efforts

Paso Robles is Poised to Be Better Than Before Within a Few Months

Paso Robles, July 14, 2006 - After a 6.5 earthquake rattled the core of downtown Paso Robles in December of 2003, many businesses suffered significant losses that are being felt to this day. Not exactly the sort of welcome mat a city wants to roll out to its businesses, but one local company jumped at the chance to become an integral part of post-quake Paso Robles and its dramatic rebuilding effort.

AR & Co., a full-service public relations agency, relocated from San Luis Obispo to the historic Smith Building in downtown Paso Robles on December 12, 2005. For owner Angel Robinson, it was a chance to discover the unique character of not only a city, but a building.

“This building is so much a part of Paso’s history,” she said of the structure that dates back to the 19th century. “It’s got a unique charm all its own, and it’s also wonderful being right in the heart of a growing downtown. Since I moved my operations here I’ve discovered that Paso Robles is a very close knit, supportive community, and it has embraced me as much as I’ve embraced it.”

Building owners Gary and Janice Smith are longtime fixtures in the local community. Smith’s grandfather originally purchased the building back in 1893 and started “Smith Brothers Cyclery & Bicycle Hospital.” Over the years, the building eventually evolved into office buildings, and is currently home to seven businesses. The Smiths had completed retrofitting from below ground to the roof line in 2002, a process that many downtown businesses are currently undergoing.

“It’s exciting to see the evolution of the downtown,” said Robinson. “It may look like we have a lot of closed doors right now, but we’re poised to be back and better than before within just a few months.” Indeed, several buildings within blocks of the park have recently completed retrofitting – many were open in time for the annual Paso Robles Wine Festival in May – and many others are in the final stages.

AR & Co. PR & Marketing
1227 Park Street, Suite F
Paso Robles, CA 93446
(805) 239-4443
www.arandcompany.com

In keeping with the spirit of community rebuilding and Paso Robles' entrepreneurial spirit, AR & Co. is introducing a special "Biz Boost," a small business start-up package that will help move an idea into reality. For only \$1,500, AR & Co. will not only design a logo, but also provide a new (or existing business that needs a fresh look!) with 1,000 business cards, 150 pens with the new company logo imprinted on them, and an initial press release.

"For us, this is a way to not only get to know more about this great community," said Robinson, "but also to help someone who has a great idea get going. There are so many small businesses here – it's a way of life on the Central Coast – and sometimes people just need a little help getting started. We can do that for them."

AR & Co.'s mission is to help businesses grow and succeed within our community. Services include: media relations, publicity, advertising campaigns, branding, promotional items and more. They employ 2 full-time and 2 part-time employees and keep several independent contractors busy on a varying schedule. Advertising agencies have historically helped businesses plan their advertising campaigns around the traditional TV networks, radio and newspaper markets. In recent years, the flood of cable TV and internet marketing has changed that. AR & Co. is on the cutting edge and offers all of the latest marketing tools.

For more information, go to: www.arandcompany.com or call 805-239-4443.

#####

AR & Co. PR & Marketing
1227 Park Street, Suite F
Paso Robles, CA 93446
(805) 239-4443
www.arandcompany.com