

## PRESS RELEASE

### FOR IMMEDIATE RELEASE

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### ***hfa Increases in Number and Capabilities***

**AKRON, Ohio (January 20, 2010) – *hfa*** (Hitchcock Fleming & Associates Inc.), a full-service marketing communications firm based in Akron, Ohio, has promoted one associate and hired two others.

With her vast expertise in all aspects of new and traditional media, **Mandy Davis** has been promoted from senior media buyer and planner to media team leader. Managing and strategically guiding a growing media team, Davis is helping to strengthen *hfa*'s capabilities in digital communications. A sampling of accounts that Davis works on includes Liquid Nails, Icyne, The Goodyear Tire & Rubber Company Retail and Carter Lumber.

Davis resides in Broadview Heights with her husband, Chris, son, Thompson, and their two dogs Bently and Bosco.

**Evan Perrow** began his career at *hfa* four years ago as an account coordinator and now returns to the agency as an account manager. Through his experience at *hfa* and Cintas Corporation he has learned to excel in fast-paced and energetic atmospheres. He has valuable experience in business-to-business sales and a long track record for bringing integrated campaigns to life. Perrow is also well versed in trade show and event marketing.

Perrow works closely with the *hfa* research team to manage the FBC Building Solutions and Lauren Manufacturing accounts.

A Cuyahoga Falls resident, Perrow enjoys traveling and spending time with his wife, two children and dog.

**Michael Anthony** joins *hfa* as an account coordinator. In his new position, Anthony assists with strategic marketing efforts for the Goodyear Retail account team. He works with corporate clients and dealers to help ensure that marketing communications needs are met. Anthony is also a part of the Goodyear Retailer Advertising Help Line team which supports Goodyear dealers and helps them navigate through the Goodyear Marketing Zone.

Anthony completed his undergraduate degree at Baldwin Wallace and his master's degree at the University of Central Florida. In his free time, he serves as the advisor for risk management and insurance on the Board of Governors for Phi Kappa Tau, Alpha Omega Chapter.

Originally from Conneaut, Anthony resides in Brunswick. He enjoys playing sports and guitar and spending time with friends and family.

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## HIGH-RES (300 DPI) VISUALS

To view and download high-res visuals (300 dpi) of Mandy Davis, Evan Perrow and Michael Anthony, please go to <http://www.teamhfa.com/pr/davisperrowanthony>.

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### **About hfa**

**hfa** (Hitchcock Fleming & Associates Inc.) is a full-service marketing communications agency specializing in retail, consumer, industrial, government, building products and business-to-business clients. **hfa** was established in 1940. Among its clients are **The Goodyear Tire & Rubber Company**, one of the world's largest tire companies; **Carter Lumber** and its more than 200 stores; **Tremco**, North America's premier provider of comprehensive facility management solutions; **KraftMaid**, one of the nation's largest cabinetry manufacturers; **Therma-Tru®**, America's leading brand of fiberglass entry doors; and the **City of Akron**, Ohio. **hfa**'s expertise encompasses branding, research, strategic planning, public relations and media. Whether working in print, broadcast or Web formats via the interactive division, **hfa** cuts through communications clutter to make a client's message resonate. To learn more, please visit [www.teamhfa.com](http://www.teamhfa.com) and [connect.teamhfa.com](http://connect.teamhfa.com).

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