

## **FOR IMMEDIATE RELEASE**

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## **Grand Junction Advertising Agencies Merge**

**GRAND JUNCTION, Colo.** (Nov. 9, 2009) – Ryan, Whitney & Company, Tom Y. Sawyer & Associates and The Synergist Group recently merged to form Ryan, Sawyer & Whitney (RSW). The Grand Junction-based marketing communications agency brings the three established companies together to create a new kind of firm with deeper, broader capabilities. The result of this merger is western Colorado’s first truly hybrid agency that bridges the gap between traditional marketing, digital marketing and relationship marketing.

According to President Tom Y. Sawyer, this merger provides clients with results-oriented expertise in new media innovation along with traditional media know-how.

“RSW’s core expertise is true integrated marketing including business strategies, financial modeling, traditional marketing, relationship marketing, new media strategies and creative production,” said Sawyer. “Much more than just an advertising agency, the work of RSW emphasizes the relationship between marketing and sales and delivering a measurable return on our clients’ advertising investment. In addition, we’ve added new public relations staff and tools to provide a much more robust PR component to our full-service agency.”

Elaine Matthews, a recent transplant from Kansas City, Mo., joins RSW as an Account Manager with an agency background in public relations and advertising. Matthews’ past public relations and marketing clients encompass the banking, manufacturing, retail and technology industries.

Complementing the new PR focus, RSW has invested in new public relations software and tools to its marketing arsenal to better serve its clients. The agency is now able to clearly target crucial media, monitor and analyze social and traditional media campaigns and provide clients data showing their return on their public relations dollar.

“This merger, along with the addition of new staff and tools, equips RSW to compete at the state and national level,” Sawyer said. “Our agency is in the perfect position to expand and grow with its more well-rounded marketing capabilities.”

### **About Ryan, Sawyer & Whitney**

In July 2009 three proven companies combined to create a new, more powerful marketing, advertising and business development agency. Those companies were Ryan, Whitney & Company, Tom Y. Sawyer & Associates and The Synergist Group. RSW is a melding of traditional marketing expertise with new media innovation, resulting in broader capabilities and deeper expertise. RSW offers personal service with the expertise you expect from a top-tier marketing and advertising agency anywhere in the United States. Partners in the company are Tom Y. Sawyer, Dan Ryan, Lee Whitney and Cat Coughran. To learn more about RSW, visit [www.rswpartners.com](http://www.rswpartners.com).

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