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THE BUZZ AGENCY (T.B.A.) LAUNCHES IN BOCA RATON T.B.A. founders unveil unique business model for new PR/Marketing firm

BOCA RATON, FL, October 5, 2009 – **The Buzz Agency**, www.thebuzzagency.net, a unique consortium of seasoned South Florida marketing and public relations professionals, has announced its launch in Boca Raton. **The Buzz Agency (T.B.A.)** was co-founded by Elizabeth Kelley Grace and Julie Kaminski, both of Palm Beach County.

The **T.B.A.** team includes established South Florida marketing and public relations professionals Joey Amato, Hope Bruens, Casey Cole, Timolin Cole, Suzanne Hayward, Eduardo Schneider, Terri Slater and Allison Zucker-Perelman. Each **T.B.A.** member brings specific, niche experience to the agency, including event planning, local and national media relations, advertising, production, design, social media and crisis communications. Team members established their careers in major markets such as New York, Los Angeles, Washington, D.C. and Boston.

T.B.A. operates as a “virtual agency” with a headquarters office on North Federal Highway and Glades Road in Boca Raton. The account team is tailored for each client to match the topic area and client objectives. The firm’s specialty areas include non-profit, corporate, finance, health care, restaurants, hospitality, retail and entertainment.

Current clients include **Weiss Research, Think Pink Rocks, the Boca Raton Museum of Art, the Palm Beach International Film Festival, CruiseTube, Copper Canyon Grill, and ZED451**, among others. Upon its formation in September, T.B.A. won several new clients including the **United States Holocaust Memorial Museum, Everything Eyes, The Epilepsy Foundation of Florida, and The Garage Sale Depot.**

“Our business model focuses on low overhead and no debt, with work conducted only by senior level professionals, so we can offer our clients strong results for good value,” Elizabeth says. “We believe this model represents the next generation of agencies. The traditional PR firm structure in which experienced professionals concentrate on producing business while account work is passed along to junior staff, does not work in this economic climate. We find that clients are demanding value and the attention of experienced professionals.”

Julie Kaminski added, “The formation of **T.B.A.** allows us to greatly expand our capabilities and grow our business. The skill sets among our team of 10 complement each other very well. From national and local publicity, to marketing, design, special-event planning and Website

development, we offer our clients soup to nuts service from some of the very best in the business.”

The co-founders, Elizabeth Kelley Grace and Julie Kaminski, have collaborated on projects for several years, first when Julie served as the Director of Marketing/Public Relations at the Boca Raton Museum of Art, and Elizabeth served as president of the Museum’s young benefactors group. Elizabeth has been president of Kelley-Grace Communications for 14 years, since moving to Boca Raton from Washington, D.C. where she worked at Edelman Public Relations Worldwide. Julie Kaminski started EchoPoint Communications in 2007, after serving in a number of corporate marketing and public relations positions throughout her career.

For more information on **The Buzz Agency**, please visit www.thebuzzagency.net.

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