



EURO RSCG WORLDWIDE PR

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FOR IMMEDIATE RELEASE

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EURO RSCG WORLDWIDE PR HIRES JEFF JONES AS ACCOUNT EXECUTIVE

PITTSBURGH, Aug. 11, 2008 – Jeff Jones recently joined Euro RSCG Worldwide PR as an account executive.

In his position at Euro PR, a public relations and strategic communications firm located in Pittsburgh, Jeff will work on the Transitions Optical, Inc. and Bayer MaterialScience accounts. He will focus on research and the development of education and creative materials to heighten brand awareness.



Previously, Jeff was a researcher at a Pittsburgh-based law firm. He first gained experience as a reporter for a daily newspaper, then as a senior writer for *The NonProfit Times* in North New Jersey.

Jeff earned his master's degree in library and information science from the University of Pittsburgh after graduating with a bachelor's degree in journalism and mass communication at Point Park University.

“Jeff’s research expertise brings a new dimension to the Euro team,” said Katie McSorley, executive vice president and managing director of Euro RSCG Worldwide PR. “His wide range of past experience and strategic thinking abilities will certainly allow him to serve his clients well.”

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About Euro RSCG Worldwide PR:

Euro RSCG Worldwide PR, North America – part of the Euro RSCG Worldwide Public Relations network – is a full-service agency, offering a wide spectrum of strategic and practical services in the areas of consumer marketing, business-to-business, health care, technology, corporate communications and multicultural communications. For more information, visit www.eurorscgpr.com.

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