



FOR IMMEDIATE RELEASE

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Marketing Matters Firm Signs New Lease in Downtown Hollywood

HOLLYWOOD, FL – September 21, 2009 – Marketing Matters, an award-winning public relations, marketing and advertising firm with an international client base, is the latest business to relocate to Downtown Hollywood.

Agency president and founder Coleen Sterns Leith signed a lease for the 1,800-square-foot space with property owner 2021 Tyler LLC in July. Marketing Matters will open at its new location in Downtown Hollywood at 2001 Tyler Street in October.

But Marketing Matters is hardly a newcomer to Hollywood. The agency opened at its current location at 2700 N. 29th Avenue about 10 years ago. After operating the business from her home in Weston for the first couple of years, Sterns Leith chose Hollywood as the site for her growing firm because of its convenient central location.

She called the historic arts and entertainment district a good fit for her business.

“We love Downtown Hollywood,” Sterns Leith said. “We love the creativity, the access to the restaurants and just the feel of the Downtown environment.”

Marketing Matters’ multidisciplinary team of public relations specialists, marketing services experts, writers and graphic designers develop winning public relations campaigns and creative marketing and advertising materials for a diverse and growing clientele.

Founded in 1997, Marketing Matters is a full-service firm that specializes in a broad range of industries and businesses, from consumer electronics, custom installation, technology, start-ups and high-end home goods to professional services, consumer marketing, B2B, security and government.

Industry expert Sterns Leith is a sought-after speaker at engagements around the country, helping other professionals increase their businesses’ impact with successful marketing strategies and effective branding campaigns. Her product and program launches, tradeshow campaigns and public relations strategies have garnered nationwide exposure and a dynamic market presence for Marketing Matters’ clients.

For additional information on Marketing Matters, call 954-925-1511 or visit www.marketingmatters.net.

For more information on Downtown Hollywood businesses or events, call 954-921-3016 or visit www.downtownhollywood.com.

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The Hollywood Community Redevelopment Agency (CRA) was created under the authority of Florida's Community Redevelopment Act of 1969. The CRA's mission is to encourage economic development through the use of tax increment financing by funding development, special projects and enhanced services that address areas of community concern. The Downtown District was established in 1979 to promote Hollywood's central business district including Historic Hollywood Boulevard, Young Circle and nearby residential neighborhoods. The Downtown District is approximately 580 acres and extends from 22nd Avenue on the west to generally 17th Avenue on the east, Johnson Street on the north and Washington Street on the south.

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