

For Immediate Release

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STRATEGIC COMMUNICATIONS

Greater North Michigan Avenue Association Selects Davis Harrison Dion for Advertising

The Greater North Michigan Avenue Association has chosen Davis Harrison Dion as its advertising agency of record.

Ellen Starr Farrar, GNMAA Vice President of Marketing and Communications, said the Chicago agency's past work on The Magnificent Mile Lights Festival, along with its track record in tourism, were major reasons for the selection.

"Davis Harrison Dion is a perfect fit for us -- they know and love Chicago and it shows," she said. "We've been very impressed with the work they've done for us, as well for the Chicago Convention and Tourism Bureau, City of Chicago, State of Illinois and McCormick Place. We're excited about their ability to evolve our brand."

Located on North Michigan Avenue, Davis Harrison Dion has a vested interest in the success of the GNMAA agenda, said Doug Davis, agency President.

"We're proud to be a GNMAA member and a part of the community," he said. "We look forward to doing even more in positioning North Michigan Avenue as one of the great avenues of the world."

With over 1,300 members, The Greater North Michigan Avenue Association mission is to provide strong leadership in planning for growth and development that will enhance the area's quality of life.

A Chicago advertising force for more than 25 years, Davis Harrison Dion offers strategic communications for the senior living, tourism, manufacturing, food and pet markets.

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