



Media Contact:

Schwartz Media Strategies

Alisha Marks: (786) 390-4416 / alisha@schwartz-media.com

**MIAMI DOWNTOWN DEVELOPMENT AUTHORITY SELECTS
SCHWARTZ MEDIA STRATEGIES AS AGENCY OF RECORD**

MIAMI, FL – May 11, 2009 – Schwartz Media Strategies, a Miami-based, public relations and marketing firm has been named agency-of-record for the Miami Downtown Development Authority (DDA), an independent agency of the City of Miami committed to improving the quality of life for businesses, employees, residents, and visitors in Downtown Miami.

As agency-of-record, Schwartz Media Strategies will launch a comprehensive public relations, social media, and marketing campaign to enhance and solidify the DDA’s reputation as an effective agent for progress in Downtown Miami, while reinforcing Downtown Miami as an ideal place to live, do business, and entertain.

“Schwartz Media Strategies was selected as our public relations partner because they understand the critical issues at hand and are prepared to effectively communicate these issues on a regional and national level,” said Alyce Robertson, executive director of the Miami Downtown Development Authority.

The organization is governed by a 15-member board comprised of three public-appointed officials and 12 downtown stakeholders, including property owners, residents, and workers. The Miami DDA supports business growth, infrastructure improvements, and services for Downtown Miami residents and stakeholders. In addition to its own programs and initiatives, the Miami DDA partners with the City and other government entities to strengthen Downtown Miami’s position as an international center for commerce, culture, and tourism.

“Schwartz Media Strategies has an unmatched knowledge of, and appreciation for, Downtown Miami and the challenges that lie ahead,” said Tadd Schwartz, principal of Schwartz Media Strategies. “We look forward to working with the DDA to apply our creativity and expertise to turn public perception on its head and help spearhead Downtown Miami’s emergence as a vibrant, 24-7 urban center.”

About Schwartz Media Strategies

Schwartz Media Strategies is a Miami, Florida public relations and marketing firm. Founded in 2005 by industry veteran Tadd Schwartz, the firm focuses its practice in three areas: commercial real estate; professional services, including law and financial services; and municipal affairs. Offering services ranging from strategic media relations and event support, to advertising and online marketing, the firm operates with a singular focus on

its clients' bottom lines. To learn more about Schwartz Media Strategies, visit the firm's new website at www.schwartz-media.com.

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