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FOR IMMEDIATE RELEASE

**STIR ADVERTISING & INTEGRATED MESSAGING ADDS  
VICE PRESIDENT OF EARNED MEDIA**

*Christel Henke brings added level of integration.*

MILWAUKEE, Wisc. – October 19, 2017 – Christel Henke has joined STIR Advertising & Integrated Messaging as vice president of earned media, continuing to drive STIR’s philosophy of an integrated approach to strategic marketing and communications.

Henke will unite the earned media teams – public relations, social media and content development – to further integrate campaigns at STIR. Henke’s extensive experience in each area, in addition to her management capabilities, will continue to grow STIR’s earned media capabilities.

“Christel is an enormously accomplished public relations professional,” said Brian Bennett, STIR president. “In this role she will manage the content development, social media and public relations functions in the integrated manner that is absolutely critical for success in marketing today.”

Henke managed the public relation team at a large, integrated agency prior to founding her own consulting agency. Throughout her career, she has delivered exceptional media and community relations results for clients across a wide variety of B2B and consumer industries, from major corporations to nonprofit organizations to local businesses.

Henke’s addition reiterates the importance of integration across the marketing spectrum.

**ABOUT STIR ADVERTISING & INTEGRATED MESSAGING**

STIR Advertising & Integrated Messaging is a full-service advertising agency developing integrated marketing campaigns that create engagement with customers through creative messaging strategies, including advertising, public relations, social media, content marketing, web/digital marketing. To learn more about STIR, or to see some of the agency’s work, visit [www.stirstuff.com](http://www.stirstuff.com).

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