



## **SCHWARTZ MEDIA STRATEGIES PUBLIC RELATIONS EXPANDS REAL ESTATE, HOSPITALITY AND CONSUMER PRACTICES**

***Walmart, Jones Lang LaSalle, InterContinental Miami hotel and Pinnacle Housing Group become firm's newest clients***

**MIAMI, FL – September 4, 2012** – Miami-based public relations, marketing and digital media firm [Schwartz Media Strategies](#) continues to expand its real estate, hospitality and consumer affairs practices with [Walmart](#) (NYSE: WMT), [Jones Lang LaSalle](#) (NYSE: JLL), the [InterContinental Miami](#) hotel and [Pinnacle Housing Group](#). The additions continue a string of sustained growth for the company, which is ranked one of the 15 largest public relations agencies in South Florida, according to the *South Florida Business Journal*.

"We've always set out to grow our key business lines around the sectors that are driving Florida's economy," said Tadd Schwartz, president of Schwartz Media Strategies. "The expansion of our real estate, hospitality and consumer affairs practices with these national accounts indicates all eyes are on Florida as the economy turns a corner."

Schwartz Media Strategies' work on behalf of these companies will include regional, national and international media relations, targeted marketing initiatives, and social media campaigns that engage audiences via digital platforms – all with the goal of raising brand awareness and supporting business growth.

Global retailer Walmart is one of the most influential companies in Florida, with more than 94,000 associates and nearly 300 stores statewide. Jones Lang LaSalle is a publicly-held international financial and professional services firm specializing in commercial real estate. The 641-room InterContinental Miami, owned by Strategic Hotels & Resorts, is the premier luxury hotel for business and leisure travelers in downtown Miami. Miami-based Pinnacle Housing Group, the nation's seventh-largest affordable housing developer, has built more than 6,500 affordable residential units in Florida and the southeast U.S. over the past 15 years.

### **About Schwartz Media Strategies**

Miami-based Schwartz Media Strategies is a public relations, marketing and digital media firm with national practices in real estate; financial and legal services; hospitality and lifestyle; destination marketing; consumer affairs; and cultural arts. Offering services ranging from media relations, crisis management and targeted marketing, to Hispanic communications and social media, the firm helps clients reach their core audiences with the goal of generating new business and building increased brand value. To learn more, visit [www.schwartz-media.com](http://www.schwartz-media.com), [Facebook](#), [Twitter](#), [LinkedIn](#), [Youtube](#), [Pinterest](#) and [Instagram](#).