



Contacts:

Dawn Koranda, President, 701-237-4850
Martin Fredricks, Director, 701-492-2911

FOR IMMEDIATE RELEASE

**PUBLICITY EXPERT TO SPEAK AT
ADVERTISING FEDERATION OF FARGO-MOORHEAD EVENT**

Fargo, N.D. (Nov. 8, 2005) –John Mollison, CEO of The Runway Company, Sioux Falls, S.D. will present “Publicity Rules: Creating a Great Publicity Event,” at the Advertising Federation of Fargo-Moorhead’s monthly educational session on Tuesday, Nov. 15, 2005, 11:30 a.m. – 1 p.m. at The Doublewood Inn, Fargo.

The Runway Company is a marketing and branding “whole communications” firm. In addition to creating and placing effective brand strategy, communications and public relations, the company helps clients train and educate employees so they can reinforce and enhance advertising and marketing efforts.

Admission is free for FM AdFed members, \$40 for nonmembers and \$15 for nonmember students. RSVP to Brian Meckler at 701-241-5414 or by e-mail to reservations@fmadfed.org.

FM AdFed is an inclusive organization open to anyone in a communication-related field, such as corporate communicators, public relations practitioners, journalists, freelance writers, designers and multimedia specialists, advertising sales representatives and printers.

One of 210 local affiliates of the American Advertising Federation, FM AdFed strives to enhance advertising, marketing and communications by supporting and recognizing its diverse membership and their contributions to the Red River Valley's vitality, economy and culture.