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NEWS RELEASE

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STANDING PARTNERSHIP GAINS FOUR NEW CLIENTS

ST. LOUIS (Sep. 21, 2006) – Standing Partnership, one of St. Louis' leading independent public relations firms, recently welcomed several new clients, including:

- **Missouri Alliance for Children & Families** – Standing Partnership will provide strategic counsel and media relations support for the Alliance, which provides intensive, community-based, family-centered services to children with serious emotional disturbances.
- **Datotel** – One of St. Louis' leading IT service providers has turned to Standing Partnership to build its brand identity and media relations programs.
- **St. Louis Rams** – Standing Partnership will conduct message and media training with the St. Louis Rams Cheerleaders to maximize the impact of the organization's community outreach initiatives.
- **Soy 2020** – Standing Partnership will help the U.S. Soybean Industry facilitate its long-term visioning process, dubbed Soy 2020, acting as integrator and overall project manager for the 14-year plan.

Standing Partnership is dedicated to moving its clients forward through public relations, strategic communications and issues/crisis management. The firm has expertise in plant and life sciences, education, and tourism and hospitality, and serves clients that are headquartered in the Midwest, or companies based elsewhere that desire to have a stronger presence in the Midwest. Its client roster includes UniGroup, Inc., Maritz Inc., Monsanto Company, Partnership for a Drug-Free

America, Parents as Teachers National Center, Delaware North Companies and other industry leaders.

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