

NEWS RELEASE

For more information, please contact:

Laura McAllister
The Standing Partnership
(314) 469-3500

THE STANDING PARTNERSHIP SPRINGS INTO ACTION ON NEW LOCAL, REGIONAL PROJECTS

ST. LOUIS (April 28, 2004) – The Standing Partnership (TSP), one of St. Louis' leading independent public relations firms, begins work this spring on several new projects, including media relations, strategic planning and collateral development. Among the firm's new assignments and new clients are:

- **Lutheran High School Association of St. Louis**—LHSA will tap The Standing Partnership for strategic communications planning and messaging to raise awareness of the association, comprised of 63 Lutheran Congregations in the Metropolitan St. Louis region. The LHSA operates two area high schools: Lutheran High School North and Lutheran High School South.
- **World Agricultural Forum**—The Standing Partnership's team will handle all trade, national and international media relations for the 2004 Regional Congress, to be held in St. Louis, May 16 to 18.
- **Missouri Employers Mutual Insurance**—Columbia-based Missouri Employers Mutual Insurance, the state's No. 1 provider of workers compensation insurance, has selected TSP to conduct media relations and community outreach for WorkSAFE Week in June.
- **Partnership for a Drug-Free America**—TSP will invest pro bono time in planning and executing media relations campaigns in St. Louis for the non-profit's ecstasy and methamphetamine education initiatives.

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“We’re excited to work with some of St. Louis’ most influential organizations to create messages and outreach efforts that are consistent, clear and meaningful,” said Cathy Dunkin, president and CEO of The Standing Partnership. “Our experience across a variety of industries allows us to be strong, strategic partners for these organizations, offering counsel and perspectives that are both fresh and effective.”

Now in its 13th year, The Standing Partnership is a member of the Worldcom Public Relations Group, a global consortium of independent public relations firms. A generalist firm, TSP has expertise in life sciences, healthcare, hospitality and education communications. Its client list includes Maritz Inc., Monsanto, St. Louis Mills, McCarthy Building Companies, Delaware North Companies and Ranken Technical College.

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