



Community-Building Builds Business

Your People LLC connects companies and customers in innovative ways through marketing, PR and web campaigns.

FOR IMMEDIATE RELEASE

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SOUTHFIELD, Mich. – There's a new company in town, one that seeks to create connections between business and consumer, and of course between people.

Your People LLC, created in 2007 by veteran journalist Lynne Meredith Schreiber, has hit upon an untapped need: community-building-focused top-of-the-line communications. This Michigan company provides **savvy, multi-generational, multi-platform marketing, public relations, and website design and content** for companies who truly seek to create a lasting connection with their customers. Your People LLC specializes in food, health and wellness industries and counts among its clients Hiller's Markets, Yoga Shelter, YogaMedics, Zoup! Fresh Soup Company, Hacienda Mexican Foods, Frameable Faces Photography and the Grekin Skin Institute.

"Consumers are looking for authenticity," says Lynne Schreiber, Chief Creative Officer of Your People LLC. "And, gauging how popular online relationship-building is, through Facebook, Twitter, Flick'r and other venues, it's obvious that we all crave connection. Customers are more likely to spend time and money with businesses which truly value them and their participation in a veritable community."

"Of course, it can only happen when the head honchos sincerely want to make that connection," she adds. "Once that desire is there, we work together to build and nurture relationships."

Schreiber began her career as Lynne Meredith Cohn, a student at North Farmington High School who freelanced for the Farmington Observer. She later wrote for the Ann Arbor News and interned at the Oakland Press while a student at the University of Michigan. After receiving her

MFA in Writing from Goddard College, Schreiber returned to Michigan to work at the Jewish News before setting out on her own in 1998 as a freelance journalist.

Her work has appeared in all local publications as well as national magazines including *Better Homes and Gardens*, *AARP: The Magazine*, *Cooking Light*, *the Detroit News*, *the Detroit Free Press*, *Fit Pregnancy*, *Cookie*, *Parents*, *Heart Healthy Living*, *Midwest Living*, *Saveur*, *Tango and Hockey Digest*. Schreiber is also the author of five books. Her journalistic career serves as a solid foundation for gathering newsworthy information about her clients and offering media outlets well-crafted, focused stories. Your People also provides corporate content; website design, copy and ongoing maintenance; corporate-to-consumer newsletters, missives and other campaigns; and face-to-face events.

She is the single mother of three young children.

Your People LLC also employs four other people - Claire Charlton, Holly Bedell, Austin Bedell and Robyn Dwoskin - to handle graphic design, web design, research and events.

For further information or to schedule an interview: (248) 376-0406 or lynne@lynneschreiber.com.