



## Community-Building Builds Business

*Inspired by Jewish values of community, former journalist Lynne Cohn Schreiber forms Your People LLC to connect companies and customers with innovative marketing, PR and Web 2.0 initiatives.*

**FOR IMMEDIATE RELEASE**

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SOUTHFIELD, Mich. – After 15 years as a journalist, including several years as a staff writer for The Jewish News and a decade as a freelancer contributing to national publications, Lynne Cohn Schreiber wanted to build something bigger than an article here, an article there. Inspired by traditional concepts of community with which she was raised, Schreiber formed Your People LLC in 2007 to offer businesses what people were already seeking: connection through a veritable community.

“One night, I signed on to Facebook and noticed that at least 40 of my ‘friends’ were online,” Schreiber recalls. “That made me realize we are all seeking the kind of back-fence connection that our parents and grandparents had in their Jewish neighborhoods but which no longer exists for many of us. If people are seeking connection, then authentic companies with sincere stories to tell can fulfill that yearning to a degree.”

In a year and a half, Your People has added several part-time employees and has a growing list of clients which include Hiller’s Markets, Yoga Shelter, YogaMedics, Orchard Mall, Maria’s Bridal Couture, Dr. Adam Rubin, the Hiller ALS Center at Wayne State University, Agrarian Adventure, HBR Labs, Estrakon, Hacienda Mexican Foods and others.

Schreiber uses her established success as a communicator to tell the stories of inspiring individuals and companies. “I only work with people and businesses who are genuine and inspiring,” says Schreiber. “Customers are more likely to spend time and money with businesses which truly value them and their participation.”

Schreiber began her career as Lynne Meredith Cohn, a student at North Farmington High School who freelanced for the Farmington Observer. While a student at the University of

Michigan, she freelanced for the Ann Arbor News and interned at the Oakland Press. She lived in New York and Washington, D.C., working as a staff writer at local newspapers there and freelancing for national publications. She received an MFA in Writing from Goddard College and returned to Michigan in 1996 to work at The Jewish News before going freelance in 1998. She was also a staff writer in New York at American Metal Market and in Washington, D.C. at the Washington Jewish Week.

Schreiber's work has appeared in *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 the author of five books and the single mother of three.

Visit Lynne's website – [www.lynneschreiber.com](http://www.lynneschreiber.com) – which houses her blog, Nourish Café, and the Your People LLC website, [www.yourppl.com](http://www.yourppl.com). Lynne is available at [lynne@yourppl.com](mailto:lynne@yourppl.com).