

SOUTHFIELD

Your People named publicist for Joe Cornell Entertainment

Your People LLC is now handling public relations and marketing for Southfield-based Joe Cornell Entertainment, which has provided youth dance classes and party entertainment since 1957. Steve Jasgur and Becca Schlusel, the brother-sister co-owner team, purchased Joe Cornell from its namesake in 1991 and had worked for him since 1984. Lynne Cohn Schreiber created Your People in 2007. For more information, visit www.yourppl.com.

— Compiled by Special writer Amanda Benjamin

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BUSINESS DIARY

CRAIN'S DETROIT BUSINESS

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Joe Cornell Entertainment, Southfield, has retained **Your People L.L.C.**, a Southfield-based marketing and public-relations firm, to promote its youth dance and party entertainment services.

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Lynne Schreiber (left) and Lyn Klein