



Connecting Is Everything

Your People LLC adds Joe Cornell Entertainment to client roster.

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SOUTHFIELD, Mich.- In its second year of business, Your People LLC is honored to add a new client to its growing roster.

Effective July 1, 2009, **Your People LLC**, the community-building marketing company owned by Lynne Cohn Schreiber, is handling public relations and marketing for **Joe Cornell Entertainment**, a Southfield-based company which has provided youth dance classes and party entertainment since 1957.

"I grew up on **Joe Cornell**, so I was thrilled when co-owner Becca Schlusel called me," says Schreiber. "**Joe Cornell** is a community institution that guided so many of my peers and continues to be an inspiration and an influence to kids today. I am excited to promote their fun programs and services."

Steve Jasgur and Becca Schlusel, the brother-sister co-owner team who purchased **Joe Cornell** from its namesake in 1991 and had worked for him since 1984, were inspired to hire Schreiber and her marketing startup after they saw a Jewish News article about Schreiber's focus on community-building and relationship marketing.

"When our family business was searching for a PR firm to help capitalize on its longstanding dedication to the lives of children and their families in our local community, we found a unique fit with the team at Your People LLC," says Steve Jasgur, President. "In working with other local businesses, Your People and Lynne Schreiber have demonstrated a unique ability to tap into the hearts and minds of existing clients as well as develop new relationships with potential and future clients. We are excited to work together."

People have formed communities as long as we've inhabited small spaces. With the globalization that comes with rapid-fire Internet communications, the need for connection and true community is ever greater. To build an authentic business and give it staying power, **Your People LLC** connects companies with clients by focusing on relationship-building and authentic conversation.

A former journalist, Schreiber created Your People in 2007. Clients include Southfield-based **Hiller's Markets**, **Yoga Shelter**, the **Orchard Mall** in West Bloomfield, the **Hiller ALS Center at Wayne State University**, **Maria's Bridal Couture** in West Bloomfield, **Healthy 4 Life** in Rochester Hills, **Dr. Adam Rubin** of **Lakeshore ENT**, **Frameable Faces Photography** and **Hacienda Mexican Foods**.

"Now more than ever, it is imperative to consider every marketing and promotions step that a company undertakes," says Schreiber. **Your People LLC** provides strategic public relations initiatives that include print efforts, Web 2.0, social media marketing, event-planning and website development and other multi-tiered community-focused initiatives.