



Connecting Is Everything

Your People LLC adds three new clients to roster.

FOR IMMEDIATE RELEASE

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

Effective September 8, 2009, **Your People LLC**, the community-building marketing, PR and communications company owned by Lynne Cohn Schreiber, is handling all public relations, marketing and communications functions for **Maria's Bridal Couture**, **AVE Office Supplies** and **Mimi Markofsky's Elite Kosher Catering**.

Maria's Bridal Couture is the only Vera Wang store within a store in the state of Michigan. Your People helped launch the West Bloomfield store earlier this year and is now assuming a monthly role as public relations, social media marketing and communications guide for the elegant, elite bridal salon.

Created in 1991, Southfield-based **AVE Office Supplies** is a woman-owned family business providing office and janitorial supplies to companies of all sizes. AVE's primary focus is excellent customer service, ensuring personal connections with every purchase. It conducts sales across metro Detroit and nationwide through its active and vibrant website, often with personal delivery service.

Mimi Markofsky created West Bloomfield-based **Elite Kosher Catering** in 2003; it is the only woman-owned kosher catering company in metro Detroit. Markofsky has expertise as a pastry chef and a high-end event planning expert with simple to gourmet cuisine options. **Your People** will help Markofsky rebrand the company and launch specialty segments including an elegant wedding division and a gluten-free baked goods line.

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** and **Joe Cornell Entertainment**; the **Orchard Mall**, **Yoga Shelter** and **Frameable Faces Photography** in West Bloomfield, the **Hiller ALS Center at Wayne State University** and others. **Your People** did the branding and launch for Rochester Hills-based **Healthy 4 Life** and is building a website for **Hacienda Mexican Foods**.

"Now more than ever, it is imperative to consider every marketing and promotions step that a company undertakes," says Schreiber. "It can mean the difference between hobbling along and really distinguishing your company from the rest."

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.