

# MACOMB DAILY

## Chuck Pleiness joins the staff at Your People

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Chuck Pleiness of Chesterfield Township has joined the staff of Your People, where he will serve as the company's new media relations manager and writer.

Your People announces the hiring of Charles Pleiness as its new media relations manager and writer.

For 25 years, Pleiness was a sports writer at The Macomb Daily including 12 years as beat reporter covering the Detroit Red Wings. Most recently, he served as sports information coordinator for Macomb Community College. In his career, Pleiness also contributed as a writer for ESPN and the Michigan Sports Hall of Fame.

"I'm very excited about this opportunity and looking forward to growing with the business," said Pleiness, a resident of Chesterfield Township who earned his bachelor's degree in journalism and public relations from Central Michigan University.

"I am thrilled to welcome Chuck to our team," says Lynne Golodner, Your People Chief Creative Officer. "We have long needed a talented writer who can manage all the steps of media relations while representing our clients' stories vividly and expertly. Chuck is definitely that person."

Golodner, who is an author, entrepreneur and writing coach started Your People in 2007 to offer an out-of-the-box approach to public relations and marketing communications. The company focuses on storytelling, relationships and higher purpose as the formula for growing brand awareness.

Its client roster includes Samaritas, Detroit Waldorf School, Alisa Peskin-Shepherd/Transitions Legal law firm, Fred Astaire Dance Studio, People's Food Co-op of Ann Arbor, Brent Maxwell/IPS Realty, Susan Paletz/Mediator To Go, Michigan Dance Challenge, Savannah Dance Classic, Cincinnati Dance Classic, Lutheran Social Services of Illinois, the Oakland Intermediate School District, and One Earth Writing. The firm recently completed a campaign to build the messaging and digital footprint for West Michigan Partnership for Children and create brand messaging for Zingerman's Cornman Farms.

For more information call 248-376-0406 or visit [yourppl.com](http://yourppl.com).