



***Your People LLC adds
new members to its team.***

FOR IMMEDIATE RELEASE
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April 5, 2011
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SOUTHFIELD, Mich.- **Your People LLC** Public Relations & Marketing welcomes three new team members to the agency.

Sari Cicurel, Media Master, has more than 20 years of experience in TV and video production, executive communications, event planning, project management, media relations, social media and media buying. She is senior account executive under company founder Lynne Schreiber, handling media distribution and placement as well as campaign strategy development for all Your People clients.

Laurie Freeman, Website & Social Media Specialist, specializes in Internet marketing and website project management focusing on site optimization (SEO), web content creation, web analytics, social media and user experience for both B2B and B2C businesses.

Helayne Kaplan, Administrative Manager, is an organizing expert with years of event and design planning experience.

Your People LLC offers public relations, marketing and business development services for small to medium-sized companies. The company specializes in building business by building relationships, increasing brand awareness and creating opportunities for loyalty between companies and clients . The agency's strategic initiatives include print, Web 2.0, social media, website development and other multi-tiered campaigns.

Based in Southfield, **Your People LLC** can be reached at 248:376:0406 or www.yourppl.com. Lynne Schreiber, owner and Chief Creative Officer, can be reached at lynne@yourppl.com.