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## **EAST COAST P.R. FIRM CELEBRATES 25 YEARS** *Serving Top 500 and Small Organizations*

TRUMBULL, CT., July 8, 2015 – To celebrate 25 years in business, a leading public relations firm today announced it will give away one billion dollars to any client that retains the firm within the next 60 days.

The Trumbull, CT.-based firm, Michael J. London & Associates, was quick to note, however, that the billion will be in Zimbabwe dollars, not U.S. currency. Michael London declined to disclose the actual value in U.S. dollars . . . or cents.

“In the past 25 years, we have attracted a broad clientele that ranges from corporations, hotels, law firms, hi-tech startups and lobbyists to hospitals and non-profits,” said London, head of the full-service public relations and marketing firm with an office in Delray Beach, Fla., as well as in Connecticut. “Over the years our firm has created multi-media public relations campaigns that have predisposed individuals to buy products, use services and frequent establishments. We have influenced lawmakers on behalf of clients by using the media to draw attention to critical issues. Our success is reflected in the testimonials of our clients.”

“Now, we are in the unique position to incent new business with the gift of one billion dollars,” London joked. “Incidentally, we did not accumulate the Zimbabwe money as a result of work in the African nation, although we have served foreign companies from time to time. Rather, the money came from a long-time friend who deals in devalued foreign money as well as currency with unique characteristics.”

London is a seasoned journalist and marketing professional who has won national acclaim for his work. He began his career in 1974 as a journalist, spending seven years at *The Hartford Courant*. He was spokesman for New England’s largest utility, developing and presenting company positions on television, radio, and in print. He then served a Fortune 500 company as Director of Corporate Relations, responsible for all external and internal communications.

Others on the firm’s team include Deborah Levison, an award-winning journalist, author and editor with solid relationships with media personnel nationwide, Ron Winter, a Pulitzer Prize nominee, published author and former U.S. Marine, and, Lisa Hovhannissian, manager of the administrative department.

*Michael J. London & Associates is a full service public relations, advertising and marketing firm based in Trumbull, Conn. Since its inception in 1990, Michael J. London & Associates has attracted a diverse clientele that ranges from large corporations to small start-ups. More information is available at [www.mjllondon.com](http://www.mjllondon.com).*