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January 31, 2006 07:15 AM US Eastern Timezone

With 23 Years of LA Media Expertise, Family Brings PR Marketing Pro "Home" to Cincinnati; The Tri-State Regional Biz Community Stands to Gain from Uncommon Media Contacts & Experience

LOVELAND, Ohio--(BUSINESS WIRE)--Jan. 31, 2006--Born, raised and college educated in Ohio, MJ Gilhooley (formerly MJ Shooner) returns to the Tri-State area to be closer to her large family. Her agency, Gilhooley Consulting, Inc. (<http://www.gilhooleyconsulting.com>), has relocated several key members of the Los Angeles staff to Loveland, and secures over 3 million media exposures monthly on behalf of her clients. "I am thrilled to return to my true love, Cincinnati, and be in the position to share my experiences and resources with my hometown business community," stated Gilhooley.

She returns to Cincinnati with credits that include the representation of national business campaigns as well as PR for top Hollywood talents such as Kirk Douglas and Alan Alda. Gilhooley retains her membership in the Television Producers Guild, having produced over 300 hours of network television, and has served as the Vice President of the American Marketing Association.

The agency has a prolific list of clients and an impressive media record. Gilhooley's monthly media reports include placements in a diverse range of community and business publications as well as national features in Better Homes & Gardens, The New York Times and CNN International.

Gilhooley specializes in what she has termed "edu-marketing," with a focus on providing targeted media and enduring "how-to," practical business information.

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"My real passion is working with firms who have a genuine interest in becoming a formidable regional resource or even a national player," continued Gilhooley.

A current client, the President of KokoBo Landscapes in New York, reports over a 40% annual revenue growth since retaining the marketing and PR services of Gilhooley Consulting. "We had heard of her work and attended her branding and PR seminars at national trade shows," stated small business owner Michael Madarash. "We thought long and hard about retaining a PR agency as we were basically still a start-up business. In hindsight, the visibility Gilhooley has secured has reaped the highest return on investment thus far in our rapidly growing business," added Madarash.

In an effort to educate Cincinnati regional businesses on the enormous benefits of "edu-marketing," Gilhooley is offering a limited number of gratis consultations and educational seminars for regional business interests and networking groups.

GC, Inc. is a boutique PR Marketing and Creative Media agency specializing in high-return, targeted campaigns that educate as well as increase profit margin. For more information see: <http://www.gilhooleyconsulting.com> or call 513-575-0290.

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