



news

For Immediate Release

For Information

Melanie Lux

Lux Strategic Communications

803.376.1603

mlux@luxandassociates.com

Columbia communications firm celebrates 14th anniversary with new brand, new location

COLUMBIA, S.C., April 23, 2008 – – Fourteen years ago, armed with a McIntosh computer and a client list of three, Melanie Lux started up a freelance writing business where many entrepreneurs do—in the garage.

Today, Lux is president of Lux Strategic Communications, formerly known as Lux + Associates, an integrated marketing communications firm. Lux recently moved into a 2,600–square–feet office at the corner of Richland and Barnwell Streets to accommodate its team of five communications professionals and growing client list that includes health systems, universities, global manufacturing companies, one of South Carolina’s most influential trade associations, law firms, a national specialty retailer, and others.

Says Lux, “It does feel like a George and Weezie moment (a reference to the 1970s television program *The Jeffersons*). Our new space reflects the organization we’ve become, the professionalism and insightful business consulting we offer, the results we deliver, and the growth we’re experiencing. Frankly, we’d reached a point where it was time to assume a higher profile as one of South Carolina’s top strategic communications firms. The new location and branding scheme are important first steps.”

The move to the newly renovated office at 1825 Barnwell Street created an opportunity for Lux to rebrand itself, a transformation that includes a new name, new logo, website, and environment. One thing that has not changed is the firm’s ability to provide clients with insightful communications strategies that create impact. That impact can be securing headlines in state and national media, helping to sell packaging in Asia Pacific, or convincing stakeholders with diverse interests to support a client’s product, service or initiative.

“Every day is different. One day we’re educating lawmakers in Texas on the benefits of a degradable plastic shopping bag, the next day we’re launching South Carolina’s newest tourist destination. Someday soon we hope to announce the world’s first bioengineered tissue–based heart pacemaker. We run a very diverse shop,” Lux says.

Although daily headlines warn of a slowing economy, Lux believes the time is right for expansion. “The natural inclination during down times is to pull back and try to wait it out. Yet even in downtimes, there are opportunities if you keep your eyes and ears open,

–more–

Lux-New Office
Add-1

focus on keeping the clients you have happy, show future clients the value you bring to the table, and have a good time while you do it.”

Lux adds, “We’ve signed a long lease so we’re planning on having fun for a good long time.”

About Lux Strategic Communications

Headquartered in Columbia, S.C., Lux Strategic Communications provides integrated communications strategies and support to clients in health care, higher education, manufacturing, professional services, and retail.

###