

**News Release**  
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## **A Leading Philadelphia-Based, African-American-Owned Branding Firm Announces 25<sup>th</sup> Anniversary Program**

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*Youth Scholarship, Internship Program with Mighty Writers Will Be Featured*

**Philadelphia, Pa., September 8, 2014** – Millennium 3 Management (M3M), [www.m3mpr.com](http://www.m3mpr.com), a Philadelphia-based, African-American-owned firm, specializing in branding, advertising/public relations services, and strategic corporate and institutional consulting, today announced a series of special events and activities that will be launched in September 2014, to mark the 25<sup>th</sup> Anniversary of the establishment of the agency.

According to M3M's president and principal owner, A. Bruce Crawley, the firm will engage in numerous anniversary-related activities to recognize the growth and vitality of the public relations profession and the success of long-running, minority-owned enterprises. M3M will also work with local nonprofit organizations and area youth, teaching the importance of, and promoting interest in, the PR and communications profession, and will celebrate its 25 years of successful collaboration with local and national businesses, community groups and elected officials.

Activities will include the introduction of a commemorative 25<sup>th</sup> Anniversary logotype, which will be used on all M3M correspondence, through December 2014, and the unveiling of its corporate website redesign, which will include a new series of video profiles of the firm's principals and key staff members. In November of this year, the firm will host a 25<sup>th</sup> Anniversary Open House event, with tours of the company's office space, in One Commerce Square, here.

"Over the years, we haven't done these kinds of self-focused promotions very much" said Crawley. "Instead, we've opted to save our energies for client projects."

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“On the other hand,” he added, “when we see Bureau of Labor Statistics data that informs us that, by the 15-year mark, 74 percent of start-up businesses no longer exist, we realize that M3M celebrating 25 years of business may, indeed, be noteworthy. We’ll want to take advantage of this anniversary period to talk about the issue of business survivability, and, especially, minority business survivability, how it happens and why it’s important.”

One of the most noteworthy of the company’s anniversary-related events will be its collaboration with Mighty Writers, a 501©(3) organization that teaches Philadelphia youth, ages seven to seventeen, to think and write with clarity so they can achieve success at school, at work and in life. Through its Mighty Teen Scholars program, SAT Prep courses and college essay writing classes, Mighty Writers will partner with Millennium 3 Management in the presentation of a writing/digital video contest on the topic of the “Importance of PR and Communications in our Society.” Through the contest, which will be open to 11<sup>th</sup>- and 12<sup>th</sup>-graders, M3M will award the grand prize winner with a \$2,500 scholarship and a six-week paid internship experience; first runner-up will receive a \$1,000 scholarship and a four-week paid internship.

Tim Whitaker, executive director, Mighty Writers, said, “We are excited to work with Millennium 3 Management as it ‘gives back’ to the community as part of the celebration of its 25<sup>th</sup> anniversary. Mighty Writers strives to educate our students on the importance of the written word, and the ability to communicate. This year, as Mighty Writers celebrates its own 5<sup>th</sup> year anniversary, we are happy to partner with M3M to provide workshops and to show our students viable career options in the communications field.”

### **About Mighty Writers**

Mighty Writers’ mission is to teach Philadelphia kids (ages 7 to 17) to think and write with clarity so they can achieve success at school, at work and in life. The organization offers a daily, after-school Academy, in addition to long-and short-term writing classes at night, and on the weekends. The organization also offers a Mighty Teen Scholars program, mentorships, intensive SAT Prep courses and college essay writing classes. All programs are free to Philadelphia students.

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