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Meridian Development Corporation Awards Contract for Strategic Communications to Red Sky Public Relations, Inc.

MERIDIAN, Idaho – (May 12, 2008) – The Meridian Development Corporation (MDC) has awarded a contract to Treasure Valley-based Red Sky Public Relations, Inc. to help strategically communicate downtown Meridian’s momentum and vision for the future.

The MDC is an independent agency dedicated to the economic stimulation and development of downtown Meridian. A seven-member Board of Commissioners appointed by Meridian Mayor Tammy de Weerd and the City Council governs MDC.

“As one of the region’s fastest growing communities at the heart of the Treasure Valley, the opportunity in Meridian for businesses and families is unlimited,” said Shaun Wardle, MDC administrator. “We want to ensure that we are sharing the progress being made right now to rejuvenate our downtown core, while inviting input into the vision for this community’s future.”

The contract will include developing a strategic communications plan for the MDC, as well as counsel and support for media relations, marketing materials,

and internet-based communications. Red Sky principal Jessica Flynn is the project lead.

Red Sky Public Relations, Inc.

Red Sky Public Relations is a full-service public relations agency based in Boise, Idaho, which provides clients with the full array of communications tools and tactics to meet their business or organizational objectives. The agency is committed to setting the standard for professionalism in the industry and enhancing Idaho's image. The agency brings together the communications expertise of Principals Stephanie Worrell, Jessica Flynn, Alicia Ritter and Robert Deen.

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