

DKC Public Relations and Forum Strategies & Communications Partner to Launch *ACCELERATE*

Joint Venture Will Offer Full-Service Public Relations and Experiential Marketing Services for the Reinvigorated Automotive Industry

NEW YORK, NY (January 10, 2011) — **DKC** Public Relations, Marketing & Government Affairs and **Forum** Strategies & Communications have joined forces to launch [Accelerate™](#), a full-service public relations and experiential marketing group designed to handle the unique communications needs of the automotive industry. Leveraging both companies' joint expertise, Accelerate will develop and implement 360-degree communications programs that will create value-driven connections between consumers and automotive brands.

Accelerate will develop, integrate and execute all elements of consumer engagement through traditional media relations, interactive social media, experiential marketing, events and content creation. Offering clients more than four decades of combined experience implementing integrated communications and government affairs strategies for luxury, consumer, lifestyle, industrial and automotive brands – including campaigns executed for Chrysler, Daimler, General Motors and Subaru, among others – Accelerate will provide strategic counsel and insight into key issues facing the industry, forge strategic partnerships, create high-impact events and marketing platforms, and implement traditional and digital communications programs designed to build brand awareness and drive sales.

The group will also engage policy makers who are shaping the transportation industry and driving the future of automotive technology on the federal, state and local levels.

“We realized while talking with our auto clients that a revitalized auto industry requires new ways to engage and interact with their consumers,” said Richard Frisch, President of Forum Strategies & Communications. “We knew there was a void and we wanted to get in there and fill it because our agencies are well suited to the task.”

“Accelerate will offer a one-stop shop for comprehensive, multiplatform communications programs that will connect automotive brands with the audiences that matter to them most,” said Sean Cassidy, President of DKC. “Accelerate capitalizes on DKC’s tremendous experience building hot brands through strategic public relations programs and Forum’s long history in the automotive sector. We are excited to put our capabilities into practice to meet the needs of this rapidly growing industry.”

Both companies will continue to operate independently. Jeff Sindone, President of Forum Media, and Liz Anklow, Executive Vice President at DKC will jointly oversee the new venture. For more information, visit <http://www.acceleratepr.com/>.

About DKC Public Relations Marketing & Government Affairs

Established in 1991, DKC is one of the top 10 independent firms in the United States by fee revenue. Our diverse client list means that we customize public relations solutions for Fortune 100 companies, entrepreneurs, non-profits and creative individuals across a broad range of industries. The breadth of our expertise and our daily engagement with leaders in the media, politics, industry and academia keeps us ahead of the latest trends in public opinion. At DKC, creative strategy and positioning leads to smart media coverage and digital media connections that energize brands and meet our clients' business goals.

About Forum Strategies & Communications

Forum Strategies & Communications (FSC) is a strategic communications and outreach firm helping major corporations communicate with key audiences about their businesses and brands. Our approach is to integrate a variety of communications and outreach strategies proven to get the messages that matter most to the people who make a difference. We effectively tell your story with clarity and impact through digital and broadcast PR, multi-media and social media content development and production.

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