

Eiler News

For Immediate Release

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SEASONED CRAIN'S JOURNALIST AND PR STRATEGIST JOINS EILER PR AND MARKETING

ANN ARBOR, MI -- Andy Chapelle, managing editor at Crain's Detroit Business since May 2007, will leave Crain's December 31, 2010 to join Eiler Communications in Ann Arbor, MI, as senior associate. Founded in 1987 by Sandy and Larry Eiler, the public relations and marketing firm works with high tech, healthcare, wireless, biotech, communications, development and financial services companies.

"Andy is a well known journalist and also worked in public relations where he helped to develop strategies, did media relations and speech and report writing for Eastern Michigan University," said Larry Eiler. "It is a value-add for our current and future clients to have a person of Andy's substantial experience available to help develop and execute our work."

Chapelle can be reached at andy@eilerpr.com, at the firm's office 734-761-3399 or his cell 734 -904-7669.

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