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**Marketing, Advertising and Public Relations Firms  
Horn & Stronach and MediaFit Merge September 1  
Forming Vela Strategic Marketing, Advertising and Public Relations**

*New company employs 18, with projected annualized billings  
of more than \$3 million*

Winston-Salem, NC - Winston-Salem area advertising and marketing firms Horn & Stronach and MediaFit announced today the merger of the two companies on September 1, 2010 to form Vela Strategic Marketing and Public Relations. Vela provides advertising, strategic marketing, digital media, public relations, business development/training/consulting, and public affairs/political consulting services to clients in a variety of industry segments.

Vela employs 18 individuals, who all previously worked at the two agencies, and has projected annualized billings of more than \$3 million. Vela principals are Ginger Gallagher, Mike Horn, Michelle Soyars, Fanny Stronach and Shane Williams.

“The staff of Vela brings a broad base of working experience in a variety of industries, including transportation, health care, manufacturing, construction, environmental services, consumer

products, retail, government relations and NASCAR sports marketing,” says Shane Williams, vice president of business development and consulting. “This is a group of individuals that has significant experience in strategic thinking, brand energizing and the ability to create persuasive messaging in any medium.”

Fanny Stronach, vice president of marketing technology, says the merger opportunity is a significant step for both agencies in creating strong synergies of complementing talents and skill sets to benefit clients, accelerating company growth and providing new and exciting opportunities for staff members.

The new company’s name is Latin and is associated with the constellation Vela meaning “sail”.

“We think the symbolism of the sail, which allows ships to harness uncontrollable forces such as wind and waves, is appropriate as we help our clients gain control and navigate today’s volatile economy,” says Ginger Gallagher, vice president of client services and business operations.

Vela is located at 380 Knollwood Street in Winston-Salem. The company’s web address is [VelaAgency.com](http://VelaAgency.com). For more information, call (336) 245-2436.

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