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Philadelphia American Marketing Association Welcomes Lorél Marketing Group as New Sponsor

Lorél Marketing Group Joins PAMA in Promoting and Elevating the Marketing Profession in the Greater Philadelphia Area

(Philadelphia, PA – May 26, 2011) – The Philadelphia Chapter of the American Marketing Association (PAMA) – a professional association for marketers, educators and students across the tri-state region of the Delaware Valley – welcomes Lorél Marketing Group as the chapter’s newest Gold sponsor. PAMA will work closely with Lorél Marketing Group as PAMA continues to demonstrate its commitment to marketers and the marketing profession by providing appropriate skills development and marketing expertise necessary for individuals to excel in their careers. Lorél’s disciplined approach to strategic marketing and emphasis on demonstrable results has allowed the company to establish a leadership position within the retail, healthcare and interactive sectors among area agencies.

“Lorél’s structured approach is vital to the elevation of marketing from pure art to a more calculated and measurable discipline,” said Craig Barton, PAMA president. “This approach reinforces the overall significance of strategic marketing to the health and success of an organization.”

Lorél Marketing Group and President Sebastian Pistritto will work with PAMA to expand the educational opportunities, knowledge development resources and networking venues to members and non-members, directly aligning with these three core PAMA values.

“This partnership is great news for the future of our chapter,” said Barton. “We are fortunate to have Sebastian’s leadership and insight available to us and we appreciate Lorél’s support and commitment to marketing excellence in the region.”

“We are enthusiastic about our new partnership with PAMA,” said Sebastian Pistritto, Lorél Marketing Group president. “Within the tri-state region, I believe this partnership will further showcase Lorél’s commitment to marketing excellence, our people and our culture.”

To learn more about how to get involved with PAMA, visit www.amaphilly.org.

About PAMA

Established in 1931, the Philadelphia Chapter of the American Marketing Association (PAMA) was one of the first 100 chapters now affiliated with the American Marketing Association (AMA), which is the professional association for individuals and organizations who are leading the practice, teaching, and development of marketing worldwide.

Today PAMA's 500+ professional, student and emeritus members represent a diverse array of businesses, industries, government and professional organizations across the Greater Philadelphia area, including southern New Jersey and northern Delaware. PAMA is committed to bringing together members at all career levels with key thought leaders in various marketing disciplines and industries.

About Lorél Marketing Group

Lorél Marketing Group is a full-service, multichannel marketing agency in its twenty-fifth year of accelerating the measurable success of leading lifestyle and healthcare brands. We specialize in insight mining, strategy development, branded creative and measurable marketing promotions that embrace integrated online and offline tactics. Lorél has been directly involved in mapping and motivating consumers' brand affinity and purchase activity across every marketing channel. By leveraging strategic, passionate problem solving, Lorél employs earnest collaboration. Over 70 people strong and privately held, Lorél provides the critical mass warranted to think, solve, and execute quickly across every discipline. Lorél Marketing Group, 590 North Gulph Road, King of Prussia, PA 19406. www.lorel.com