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### **GRIFFIN YORK & KRAUSE ADDS THREE CLIENTS**

*NH's Largest Ad Agency Expands Service Offerings in Real Estate, Destinations*

**MANCHESTER** – Griffin York & Krause (GY&K), a leading full-service, independent advertising and strategic communications firm, announced today the addition of three new clients, Bensonwood Homes, Home Hill Inn and Story Land. These three companies have turned to GY&K for a number of services including public relations, media strategy, and creative development.

Bensonwood Homes, an innovative designer and builder of timberframe and high performance homes based in Walpole, NH, partnered with GY&K for a comprehensive public relations program designed to highlight their Open Prototype Initiative (OPI) as well as other corporate projects. Bensonwood is revolutionizing the way homes are built and offers custom homes nationwide. Through OPI, Bensonwood is working with MIT and industry partners to create new standards for homebuilding, making homes more adaptable, affordable, and environmentally friendly.

Home Hill Inn, a destination inn located on 25 acres in Plainfield, New Hampshire, is planning a grand reopening for late spring. The Inn chose GY&K for public relations, media strategy and creative development. GY&K will develop print and radio advertising, implement media strategy and execute an extensive PR campaign aimed at reintroducing the public to the beautiful inn and restaurant.

Story Land, a New Hampshire tradition since 1954, has also teamed up with GY&K. With a recent change of ownership and plans to expand the marketing effort for the children's theme park in Glen, NH, Story Land chose GY&K for a regional public relations campaign targeting print, radio, television and online media. With visitors travelling from throughout New England to enjoy the park, Story Land will rely on GY&K's deep connections with the regional media.

"These latest client wins highlight the breadth of our service offering," said Anders Ekman, CEO Griffin York & Krause. "With 30 years of experience, we are able to address the needs of a large variety of clients, from hospitality to home building to destination properties."

Recently named the third fastest growing advertising agency in New England by ADWEEK, Griffin York & Krause supports this growth with a number of strategic staffing moves. Over the past 36 months, GY&K has increased billings by more than 50% and added 27 new employees to bolster the company's interactive, advertising, media and PR service offerings. GY&K was also recently named Best Big Agency with Big Ideas by the *New Hampshire Business Review*.

#### **About Griffin York & Krause**

Headquartered in Manchester, NH, GY&K is an elite advertising and strategic communications agency selling products and services that help companies market and sell to their customers and prospects globally. GY&K has been at the forefront of creativity and strategic thinking for nearly 30 years. Clients

# GRIFFIN YORK & KRAUSE

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benefit from a wide range of integrated and complementary services including: advertising, design, interactive, public, corporate and media relations, public policy and political consulting, marketing strategy and planning. The current roster of clients includes CW Capital, the New Hampshire Lottery, Catholic Medical Center, and Globe Manufacturing Company.

GY&K employs over 50 people at its historic 121 River Front Drive location in Manchester. For additional information, please contact Kristin Beltramini at (603)625-5713 or [kbeltramini@griffinyorkkrause.com](mailto:kbeltramini@griffinyorkkrause.com).

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