

Newsmaker Marketing NEWSLETTER



SPRING 2025

HAPPY SPRING!



CLIENT HIGHLIGHTS

Newsmaker and **Czerlonka Event Design & Management** are proud to be sponsors of the **Association of the United States Army's 250th Birthday Celebration of the U.S. Army**, taking place June 14 at Gillette Stadium. You can buy your tickets [here](#)!

Our client, **Runway for Recovery**, was featured on [NBC NY](#) for its first annual NYC Runway Show. **Hoda Kotb** walked in the show and Newsmaker secured feature coverage of her in [Us Weekly](#) and [People Magazine](#), along with the founder of R4R, Olivia Boger. [WBZ](#) and [WCVB](#) featured a 5K hosted by Wellesley's Dana Hall School to raise funds and awareness for breast cancer, with proceeds benefiting R4R.

Czerlonka Event Design & Management was featured in [Boston Common Magazine](#) for the launch of CURATED by Czerlonka, a new consumer side of of their business. The news made the [Associated Press](#) and [Yahoo! Finance](#). Newsmaker helped launch CURATED by Czerlonka and joined the brand's inaugural trip to Argentina and Chile, generating new opportunities and over **2.5 million views** across social media!

LexRx was named one of [Boston Business Journal's](#) Best Places to Work for the **third year** in a row!

Doble Engineering was featured on [Channel 5](#) for helping to keep the lights on locally as the energy grid is growing.

[7News](#), [WBZ](#) and [ABC6](#) featured **Road to Responsibility** for helping individuals thrive in their communities. [WBZ Radio](#) and [Boston25](#) featured RTR's VR program. [WBZ](#) featured RTR highlighting the non-extension of Temporary Protected Status and how it will directly affect RTR's workforce. RTR also announced its [Endowment Campaign](#), which will fund RTR's mission for years to come.

Two female electricians from **Medford Wellington** were featured on [WSFB](#), [ABC6](#) and [FOX61](#), celebrating women in construction. **MedWell** is continuing to expand and announced their [partnership](#) with Morris Mechanical.

JSJ Aesthetics was named [New Hampshire Magazine's](#) "Best of NH 2025" in four categories: Medical Spa, Day Spa, Hair Salon and Hair Salon (Special Occasion).

Jill Vador and Laura Kenney of **Allure Matchmaking** sat down with [Boston25](#) and [WBZ](#) to offer dating advice around Valentine's Day!

Our new client, **Predictive Monitor**, was featured by [New Hampshire Chronicle](#) and [WMUR](#) as local entrepreneurs. [BioSpectrum Asia](#) featured Laurie Masiello talking about Predictive Monitor's OverShield technology to help save lives.

[Boston25](#) and [WBZ](#) featured **Project STEP** and highlighted their mission and vision during Black History Month. [The Boston Globe](#) highlighted an 11-year-old cellist who recently competed in a national competition.

[The Boston Globe](#) mentioned **Castle of our Skins'** college fellowship recital in their 'Things to do around Boston' section. [Boston25](#) also mentioned COOS in its Black History Month Special.

We created a long-form video for the **Norfolk County Sheriff's Office** that was showcased at the Sheriff's meeting, highlighting their initiatives and impact.

We captured behind-the-scenes content for **Shields Health's** Mother's Day television commercials that aired in May and their Employee Appreciation breakfast!

Newsmaker Marketing



Newsmaker on the Scene



The Boston Globe's Working Mothers Summit

Boston Common's 20th Anniversary Party

Video shoot with AUSA and General Hackler

Project STEP's Annual "Step Into Grace" Fundraiser

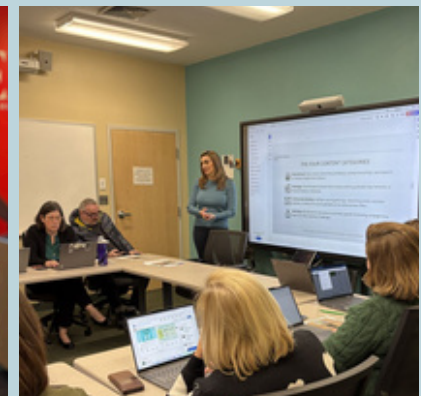


Video shoot at Doble's International Client Conference

MOS interviews for LunchDates

PEOPLE magazine reporter Lizzie Hyman at Runway for Recovery NYC show

Liam spoke on the Delusional Nomad Podcast



Liam spoke at the Children's Behavioral Summit

RTR at BBJ's Moving Forward: Growing an Inclusive Workplace Panel

Jackie spoke at the "Slaying Boston" book launch

Jackie and Liam led a social media training at Babson



MOS interviews for Shields Health

Video shoot with Road to Responsibility

Community Servings' LifeSaver Gala

Video shoot with Predictive Monitor & NH Chronicle



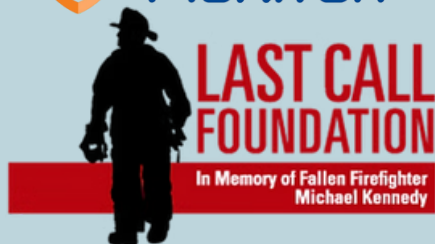
EMPLOYEE SPOTLIGHT: MEET DANA CASULLO



We're so excited to spotlight our incredible Media Relations Coordinator, Dana Casullo! Dana brings a deep passion for storytelling to everything she does at Newsmaker. With her background in journalism and strong news instincts, she knows how to uncover compelling narratives and connect them with the right media outlets.

When she's not at work, Dana's usually out exploring new restaurants. She's a huge foodie who especially loves sushi, ice cream, and (most of all) pasta. She loves staying active through yoga, kickboxing, and skiing, and takes any chance she gets to be outside, especially by the ocean. Dana also enjoys visiting her family back home in Clarence, New York, particularly in the summertime.



WELCOME TO THE NEWSMAKER MARKETING FAMILY:



**CONTACT US TODAY TO START
MAKING NEWS TOGETHER!**

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NOTABLE RESULTS

-  **Runway for Recovery's** NYC Runway Show:
 - As a result of Newsmaker's media outreach, **NBC NY** previewed the Runway Show with breast cancer survivors and designers Badgley Mischka. Newsmaker also secured reporters from *PEOPLE Magazine* and *Us Weekly* to attend the Runway Show and interview Hoda on-site, which led to **15 pieces of media coverage** and **3 social media reels posted by PEOPLE**.
 - Runway for Recovery **raised \$456K** to directly fund New York- and New Jersey-based women and families at its inaugural NYC Fashion Show.
-  **Road to Responsibility's** social media success:
 - As a result of Newsmaker's social media strategy, RTR's Instagram account saw a **451% increase in accounts reached** and **9.2% increase in followers** in the first 90 days of working with us.
 - RTR's LinkedIn also had a **527.9% increase in impressions** in the first 90 days!

MEET OUR SPRING INTERN!



Sofia Aravena

Sofia Aravena is graduating from the University of Massachusetts Boston with a bachelor's degree in English and a Concentration in Professional and New Media writing. Her hobbies are writing creatively, playing video games, and reading. A fun fact about her is that she learned how to play the alto saxophone in middle school!

WE ARE YOUR STORYTELLER. YOUR INFLUENCER. YOUR CONNECTOR.