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## What's on the PRowl for PRowl Public Relations?

**PHILADELPHIA, PA** -- (Oct. 19, 2017) -- As PRowl Public Relations celebrates its tenth anniversary, the firm continues to expand client relationships throughout the Temple and greater Philadelphia communities. PRowl's current clientele includes Saint Lucifer Spice Co., Temple University's Strategic Marketing and Communication Department, Temple University's Department of Advertising and Public Relations, The Klein College Alumni Board, and Temple University Television.

TUTV, Temple University's television station, is one of PRowl's longest-standing clients. Account Associates are currently working on a "Before I Graduate" contest and organizing fall and spring projects in an effort to gain media attention, increase student participation and social media followers, and promote TUTV's programming. PRowl's goal is to elevate and extend the TUTV identity through awareness campaigns, contests and content.

TUTV's general manager Paul Gluck says, "The smart, creative, proactive vision that PRowl has crafted to elevate the profile and enrich the brand of TUTV's citywide cable channel, our website and our social media platforms is professional quality and has immeasurably supported the growth of TUTV."

Saint Lucifer Spice Co. is a Philadelphia-based spice company run by Ted Ebert and Tom Hewell. Their products range from table spices, olive oils, balsamic vinegars and most recently, a new table spice featuring jalapeno peppers. PRowl is focusing on engaging local restaurants to partner with Saint Lucifer Spice Co.

Ebert and Hewell said "Our small business can attest to the top tier talent at PRowl. Their student-run PR agency is the best kept secret in Philadelphia."

PRowl will be updating and improving Temple's Department of Strategic Marketing and Communication's "Cherry On Friday" on-campus campaign for the spring 2018 semester.

The Klein College Alumni Board consists of 13 members that facilitate alumni relations and engagement. PRowl will be working to enhance engagement activities with a quarterly e-

newsletter. Alumni will receive updates regarding the college's accomplishments and its community.

The Department of Advertising & Public Relations is a new department within the Klein College of Media and Communication. PRowl's focus for the fall semester is to promote the new Public Relations major and the department's accomplishments as a whole. PRowl is also working on the #PhillyisPrime campaign to attract Amazon to house their second headquarters in Philadelphia.

### **About PRowl Public Relations:**

PRowl Public Relations is Temple University's first and only student-run PR firm. Their mission is threefold: to provide clients with comprehensive PR services and solutions, to offer PRSSA members opportunities to apply their knowledge and gain experience beyond the classroom, and to build credibility while forming lasting student-client relationships.