

News from: Farris Marketing

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Farris Hired to Help Pennsylvania Manufacturing Initiative

INDUSTRY NEEDS YOU Taps Farris Marketing for print and video projects

BOARDMAN, OH — Farris Marketing has undertaken several projects on behalf of INDUSTRY NEEDS YOU, an initiative created by the Lawrence/Mercer County Industry Partnership to attract young people to manufacturing careers.

Farris is working on these projects for INDUSTRY NEEDS YOU:

- A series of testimonial videos from individuals currently working at various levels of the manufacturing industry in Pennsylvania, from the floor to the executive suite.
- Copy and design for a poster promoting the INDUSTRY NEEDS YOU initiative.
- Copy for the forthcoming INDUSTRY NEEDS YOU website, soon to be active at (www.IndustryNeedsYou.com).

Farris Marketing offers research, strategic planning, public relations, advertising and internet media services. It is headquartered in Boardman, with offices in Cleveland and Tampa.

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