

FITZ & CO

535 WEST 23 STREET #SPH4Q NEW YORK 10011 WWW.FITZANDCO.COM
TEL 212-627-1455 FAX 212-627-0654 ARTPR@FITZANDCO.COM



FITZ & CO, THE INTERNATIONAL ARTS PUBLIC RELATIONS FIRM, ANNOUNCES EXPANSION OF TEAM AS PLANS TO OPEN LOS ANGELES OFFICE PROCEED

NEW FITZ & CO WEBSITE THAT VISUALLY SHOWCASES CLIENTS LAUNCHED IN TANDEM WITH SOCIAL MEDIA INITIATIVES

NEW YORK (Thursday, May 19, 2011)—FITZ & CO, one of the leading international arts public relations firms, announces today that former Museum of Modern Art (MoMA) and MFA Boston publicist **Meg Blackburn** joins the firm as Director of Media Relations, while the firm's long time director **Dan Tanzilli** has been appointed Director of Strategic Development.

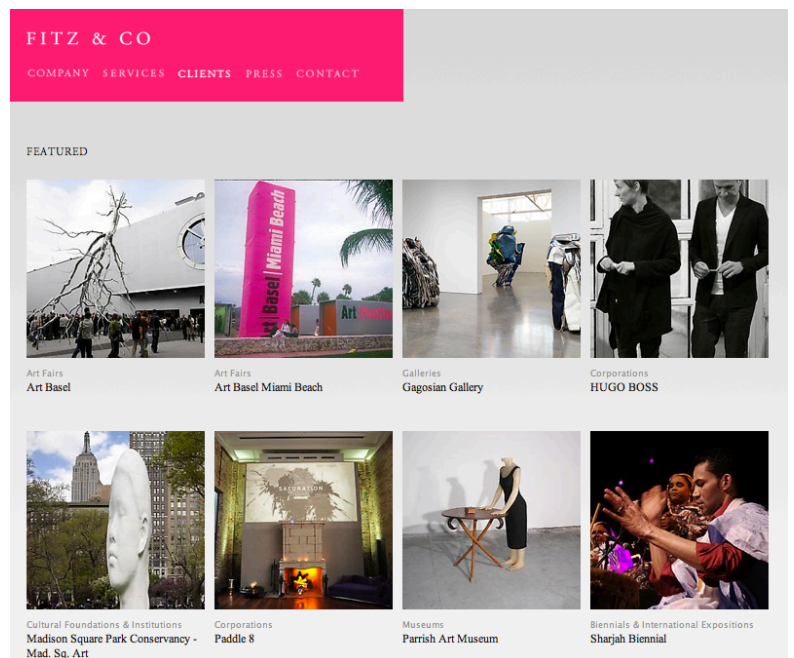
"With our expansion to Los Angeles, and the strategic growth of our team in New York, we will be in the strong position to provide our clients—and the media—with an expanded, creative array of strategic public relations services," commented FITZ & CO Founder and President, Sara Fitzmaurice.

Meg Blackburn joins FITZ & CO from the Museum of Fine Arts, Boston where she developed and implemented strategies for the Museum's Foster + Partners-designed building expansion and new Art of the Americas wing, which opened in November 2010. Previously, Blackburn was Senior Publicist at the Museum of Modern Art (MoMA), New York. During her five-year tenure at MoMA, Blackburn managed media coverage for such major exhibitions as *Gabriel Orozco* (2009), *Joan Miro: Painting and Anti-Painting 1927–1937* (2008), *Take Your Time: Olafur Eliasson* (2008), and *Jeff Wall* (2007); as well as annual film

festivals *New Directors/New Films* and *Premiere Brazil*; and benefits such as the annual Party in the Garden. She brings experience in social media strategies from both institutions. Previously, Blackburn was a Senior Editor at Muze, Inc., where she oversaw a team of writers. She has also held positions at New Museum of Contemporary Art, New York, Fairchild Publications, and Simon & Schuster. Under Fitzmaurice's direction, Blackburn will be responsible for developing and implementing client-specific media relations strategies, together with FITZ & CO's experienced media team.

Seasoned FITZ & CO Director Dan Tanzilli will be taking on an expanded role. Tanzilli, who joined FITZ & CO in 2003, has been named Director of Strategic Development. In this role, he will be responsible for high-level client and media relationships, strategic counsel, corporate advancement, as well as cultivating global relationships. Tanzilli will also oversee FITZ & CO's recently launched website, fitzandco.com, and social media strategies for the firm and its clients.

FITZ & CO's newly launched website is designed by exhibit-E to visually showcase the firm's experience and capabilities. With its dynamic, image-driven content, the new FITZ & CO website, fitzandco.com, acts as a visual calling card for its clients and their dynamic projects. FITZ & CO has expanded its online presence beyond the new website to include activity on Facebook and Twitter. FITZ & CO continues to adopt new methods of social media to more effectively and rapidly disseminate information to the public and the media, and to create an active forum for exchange and ideas centered around their global network of clients as international leaders in the arts. The FITZ & CO Facebook and Twitter accounts are designed to give followers and fans an instant snapshot of the firm and its clients. Join the conversation at facebook.com/FITZandCO and twitter.com/FITZandCO.



A view of the new fitzandco.com

About FITZ & CO:

FITZ & CO is a strategic communications and marketing firm specializing in Arts and Culture with offices in New York City and Los Angeles. Founded in 1995, we offer integrated public relations campaigns that include: media relations, reputation and crisis management, social media communications, marketing counsel, thought leadership, influencer engagement, audience development services, and innovative event strategies. FITZ & CO represents a global roster of clients: the leading museums, art fairs, galleries, and cultural organizations from around the world, as well as celebrated brands that support the arts. Select current clients include: Art Basel and Art Basel Miami Beach, for which the firm serves as the U.S. Office; American Friends of the Fondation Beyeler, Basel, Switzerland; Art Dealers Association of America, New York; Aspen Art Museum, Colorado; Gagosian Gallery; Hugo Boss; Lehmann Maupin Gallery, New York; Madison Square Park Conservancy, New York; Montage Finance, New York; Parrish Art Museum, Southampton; Paul Kasmin Gallery, New York; and, Sharjah Art Foundation, UAE.

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Media Contact:

Concetta Duncan

Senior Account Executive

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212-627-1455, ext. 232, concetta@fitzandco.com