



**GRAPEVINE**  
COMMUNICATIONS

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## **FOR IMMEDIATE RELEASE**

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### **Sheila Brannan Longo Joins Grapevine Communications**

SARASOTA, FLORIDA – Sheila Brannan Longo has been named Media and Public Relations Manager for Grapevine Communications International Inc., a leading Sarasota advertising, marketing and public relations firm.

Longo is a veteran of the local advertising industry, with core competencies in public relations, copywriting and media planning. In the 1980s, she served as editor of Sarasota-based *Florida Business Journal*, a semi-monthly regional newspaper, then *Business Digest*, the Sarasota-Bradenton franchise of a chain of business magazines. She previously owned and operated a public relations and marketing communications practice for 15 years.

Longo holds a B.S. in Communications from the University of Tennessee at Knoxville and an MBA from the University of Sarasota (now Argosy University). She has been a member of the Suncoast Advertising Federation Board of Directors for nine board terms.

“Sheila’s well-rounded agency experience, as well as her journalism background, gives our clients a decided advantage,” said Grapevine Executive Vice President John Fain. “She is a welcome addition to the Grapevine team.”

(more)



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## **NEWS RELEASE**

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Based in Lakewood Ranch, Grapevine Communications has been named among the “Top 25 Advertising Agencies in Southwest Florida” by *Tampa Bay Business Journal* for four years in a row. This year’s winners were determined by the size of the organization and number of full-time employees.

The agency has continually garnered attention and recognition since it relocated to the Sarasota area in 2002, winning ADDY Awards every year it has been in business, as well as winning the Greater Sarasota Chamber of Commerce’s “2006 Young Business of the Year Award.”

Grapevine’s diverse client base includes healthcare, software, real estate, law, packaging, developers and builders. The agency donates more than \$100,000 in pro-bono services every year to local not-for-profit organizations.

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