



FOR IMMEDIATE RELEASE...

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## **ATLANTIC STATION ANNOUNCES 360 MEDIA, INC. AS NEW PR AGENCY OF RECORD**

*Atlanta's 30363 Welcomes New Public Relations Firm*

**ATLANTA:** 360 Media, Inc., an award-winning Atlanta-based public relations agency, has been named the new Agency of Record for Atlantic Station. From its business towers, hotels, single-family home communities, and apartment complexes to its retail and restaurant tenants and high-profile event offerings, 360 Media, Inc. will be responsible for the property's PR efforts, leading the charge on strategic outreach, events, and ongoing press activities and notable happenings.

"We are pleased to welcome 360 Media, Inc. as Atlantic Station looks to a future of long-term growth outside of our 30363 zip code," said Treina Lewis, Marketing Director of Atlantic Station. "We were looking for an agency with a true understanding of what it means to be at the heart of Atlanta. 360 Media, Inc. not only recognized our goals, they recognized our need for a new strategic PR vision while expanding our reach and tapping into new audiences to promote Atlantic Station like never before locally and outside of the market."

As part of the relationship, 360 Media, Inc. will work alongside the team at Hines and property management to spotlight, amplify and educate consumers, future residents and media about all the features of the 138-acre development.

"Atlantic Station is exactly the type of client we love to work with, where real estate and lifestyle mesh. Already known for its diverse array of restaurant and retail tenants, events, and entertainment offerings, Atlantic Station has extraordinary potential that we can't wait to explore as it relates to the rest of its campus," said Tara Murphy, Founder of 360 Media, Inc. "We not only want to serve Atlantic Station by improving the overall narrative, but we also want to help guests understand that Atlantic Station is so much more than an outdoor retail space. We're thrilled to hit the ground running and eager to share all that is happening in the heart of Atlanta."

Interviews, photos and more information are available on request.

**ABOUT ATLANTIC STATION:** A national example for sustainable mixed-use communities, Atlantic Station transformed an abandoned industrial site into a thriving retail and entertainment district at the heart of Atlanta's vibrant Midtown neighborhood. Opened in 2005, Atlantic Station is home to some of Atlanta's most popular restaurants and retailers, such as H&M, Forever 21 and Dillard's, and leading employers such as Wells Fargo, Facebook and Microsoft. Atlantic Station recently completed a major repositioning, including a revamped tenant mix, with new retail and restaurant offerings, the inclusion of new multifamily residential units, hospitality offerings and more than 700,000 square feet of Class-A office space. In 2020, the property celebrated the opening of its revamped central greenspace, Atlantic Green.

**ABOUT 360 MEDIA, INC.:** 360 Media, Inc. is an award-winning agency that works with the biggest and best names across entertainment, lifestyle and hospitality throughout the U.S. from an industrial-cool home base in Grant Park, Atlanta. With 27 years of strong PR know-how and media relationships, #team360 carefully curates public relations strategy, elevates brand messaging and accelerates publicity efforts. The sweet spot for this driven, creative team is where all things lifestyle collide, beginning with a love for music, festivals and events and expanding into culinary, hospitality and real estate. With a focused and strategic vision, 360 Media, Inc. is known for always going above and beyond expectations to make things happen for clients. Over the years, 360 Media, Inc. has received several awards, including most recently, Forbes Best PR Firms in America 2021, a place on the list of Top 22 PR Firms in Atlanta by Expertise.com in 2022, 2021, 2020, 2019, 2018 + 2017 and the Atlanta Business Chronicle's Top 20 PR Firms in 2021 + 2020 and its 25 PR Firms in 2015.

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