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SCOTTSDALE PR/AD AGENCY ADDS SIX TO CLIENT ROSTER

Crosby/Wright Selected to Represent Luxury Real Estate Group, Sedona Restaurant & More

Scottsdale, Ariz. (June 20, 2011) - Crosby/Wright, a luxury-brand public relations and advertising agency, announced the expansion of its roster with the addition of six clients including The Walt Danley Group, Elote Cafe, Sterling Collection Development Group, RidePlus, Arizona Trade Exchange and the new book, "Outwitting the Devil."

The Walt Danley Group is one of the nation's most prestigious and successful real estate firms, specializing in the luxury real estate market in Arizona's most affluent neighborhoods. Since 1977, President Walt Danley has consecutively ranked in the top 1 percent of real estate sales in the United States. The Walt Danley Group includes a growing team of talented real estate specialists and consistently holds a place on *The Wall Street Journal's* list of top-producing teams. Crosby/Wright has been tapped to create and execute a national public relations campaign for The Walt Danley Group.

A Sedona institution, **Elote Cafe** has chosen Crosby/Wright to head up the public relations campaign for both the restaurant and the "Elote Cafe Cookbook" written by Chef Jeff Smedstad. Celebrating the complex and sophisticated flavors of Mexico, Chef Smedstad has cultivated recipes that are rich with tradition while also incorporating unique culinary twists to create one-of-a-kind, signature dishes. Using only the finest seasonal ingredients indigenous to Northern Arizona, like green jalapeños, goat cheese and a variety of exquisite mushrooms, Chef Smedstad's menu has earned critical praise for dishes such as handmade tamales, smoked chicken enchiladas and lamb abodo.

Sterling Collection Development Group has enlisted Crosby/Wright for a national public relations campaign for the group's latest venture, a luxury home community in North Scottsdale known as Sterling at Silverleaf. With more than 45 years of experience in acquisition and development funding, Sterling Collection Development Group has rejuvenated the previously-stalled project and is in the process of bringing multiple phases of the upscale community back to market.

Offering a new approach to senior transportation and mobility, **RidePlus** focuses on personal and trustworthy private door-thru-door sedan services for seniors and individuals with limited driving abilities. Currently offering services across greater Phoenix, RidePlus's team of trained drivers double as caregivers and offer both assistance and companionship during outings to replicate the experience of having the assistance of family or friends for driving needs. RidePlus has selected Crosby/Wright for a public relations campaign for the launch of its Phoenix headquarters, the debut of its services in Florida and the company's subsequent national expansion.

Founded in 1999, **Arizona Trade Exchange** is the leading business-to-business trade exchange serving metro-Phoenix. With more than 500 members and offices in the East and West Valley, Arizona Trade Exchange features a diverse portfolio of members ranging from home repair services and restaurants to attorneys and travel opportunities. Arizona Trade Exchange has enlisted Crosby/Wright to provide a strategic public relations campaign for the organization.

Written by Napoleon Hill in 1938, "**Outwitting the Devil**" was hidden from the public until this year and only known to exist by a handful of individuals. The book identifies and confronts life's greatest obstacles – fear, procrastination, anger and jealousy – which stand in the way of success. The original manuscript stayed within Hill's family until a few years ago when it was turned over to the Napoleon Hill Foundation which enlisted the help of Sharon Lechter, bestselling co-author of "Three

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Feet from Gold” and “Rich Dad Poor Dad,” to release this book to the public. Lechter brings Hill’s original writing to life by annotating it with insight for today’s audience. Crosby/Wright has signed on to promote the book’s national launch.

Celebrating its 20th anniversary this year, Crosby/Wright is the leading full-service, luxury-brand agency in Arizona. Through expert strategic planning and implementation, Crosby/Wright has a proven track record in creating highly specialized campaigns, building solid brands, increasing awareness and ultimately driving business success.

About Crosby/Wright

Founded in 1991, Crosby/Wright is a full-service, integrated marketing agency that specializes in advertising and public relations on the local, regional and national level. Based in Scottsdale, Ariz., Crosby/Wright has built a reputation on strategic planning and message dissemination, innovative design and exceptional media placement that delivers valuable results to clients. For more information on Crosby/Wright, visit www.crosby-wright.com or call 480-367-1112.

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