

PRESS RELEASE

FOR IMMEDIATE RELEASE

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hfa's Team Grows with the Addition of Three Associates

AKRON, Ohio (August 4, 2010) – *hfa* ([Hitchcock Fleming & Associates Inc.](http://HitchcockFlemingAssociatesInc.com)), a full-service marketing communications firm located in Akron, Ohio, recently expanded its team with the addition of three associates.

Eric Houser joins ***hfa*** as an interactive project manager. In this position, Houser manages multiple online initiatives that drive innovative user experiences.

Houser's background in interactive and online projects adds to the team's expertise. He has previous experience with Sears Holdings Corporation and Electronic Arts Inc. His experience includes full-cycle development and global release of mobile video games, game tool customization, digital/print collateral and website development.

Houser holds a Bachelor of Science in Business Administration from Skidmore College in Saratoga Springs, NY.

In his spare time Houser designs video games and small applications for Facebook and iPhone/Android handsets. After moving through seven states, Houser has recently settled in Munroe Falls.

Camille Sciria returns to ***hfa*** as a copywriter. Her past experience includes an internship at ***hfa*** followed by nearly two years as a copywriter at Rosenberg Advertising in Lakewood. Sciria's day-to-day responsibilities include developing strategic, creative concepts and crafting written messages that help brands engage consumers.

Sciria graduated from Ohio University with a Bachelor of Science degree in journalism and a specialization in creative writing. In her free time, she enjoys writing for leisure, finding new music and being with family and friends. Sciria resides in Copley.

Andrea Teodosio joins ***hfa*** as a research and strategy development assistant. A former ***hfa*** intern, Teodosio works closely with ***hfa***'s social media team to implement strategic social media tactics.

Teodosio graduated from John Carroll University with a major in marketing and a minor in communications. At John Carroll, she was a member of the Alpha Kappa Psi Business Fraternity and vice president of programs, American Marketing Association. She resides in Munroe Falls.

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HIGH-RES (300 DPI) VISUALS

To view and download high-res visuals (300 dpi) of Eric Houser, Camille Sciria and Andrea Teodosio, please go to <http://www.teamhfa.com/PR/houserSciriaTeodosio/>.

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About hfa

hfa ([Hitchcock Fleming & Associates, Inc.](http://www.hitchcockfleming.com)) is a full-service marketing communications agency specializing in wildly creative solutions firmly grounded in sound strategic insights. Its fresh thinking has driven eye-opening consumer and business-to-business campaigns for retail, industrial, automotive, medical, travel, building product and government clients. Among its clients are The Goodyear Tire & Rubber Company, one of the world's largest and most successful tire companies; Glidden™ Paint, a brand that's been defining the consumer paint market since its introduction of the first latex paint; KraftMaid®, a top cabinetry manufacturer; Choice Hotels International®, a globally successful lodging company; LIQUID NAILS® Adhesive, a leading manufacturer of construction adhesives since 1962; and Akron General, one of Northeast Ohio's leading healthcare systems. **hfa**'s areas of expertise encompass branding, research, strategic planning, interactive solutions, social media marketing, public relations and media. To learn more, please visit connect.teamhfa.com.