



## **FOR IMMEDIATE RELEASE**

### **OBJECT 9 LEADS THE BATON ROUGE ADVERTISING AND MARKETING COMMUNITY EFFORTS TO HELP PEERS FIND JOBS**

*Post Hurricane Katrina employment efforts aim  
to benefit creative talent along Gulf Coast*

**BATON ROUGE, La. (September 7, 2005)** – The Baton Rouge advertising and marketing community have joined forces to provide a FREE Web site resume posting resource to assist the tremendous number of marketing, advertising and public relations professionals displaced by Hurricane Katrina. Object 9, a nationally recognized marketing and design firm based in Baton Rouge, recently spear-headed the launch of [www.PostKatrinaTalent.org](http://www.PostKatrinaTalent.org).

As residents of the region, everyone in the Baton Rouge marketing, advertising and public relations community understands that thousands of people's careers have been drastically affected by Katrina. "Everyone at Object 9 worked around the clock on making certain this resource was available as quickly as possible. We chose to focus on the needs of our professional peers – this is where our sphere of influence can have the most impact," stated Branden Lisi, Senior Partner of Object 9. "Many of these people are our friends or people we've worked with on past projects. We know they would go to the same lengths if we were suddenly thrust into this catastrophic situation," said Brian Rivet, Web Project Manager.

The goal in launching this site is that employers nationwide will have immediate access to the unprecedented amount of marketing, advertising, creative and public relations talent in south Louisiana. The site also lists organizations that have offered the use of computers to persons in these industries to draft resumes. Web site sponsors of [www.PostKatrinaTalent.org](http://www.PostKatrinaTalent.org) include Object 9, Ad Club of New Orleans, Aparajita's World, Bitworx, Baton Rouge Ad Fed, Baton Rouge Area Chamber, Entrepreneurs' Organization (EO), Forum 35, 4D, Louisiana State University Continuing Education, Public Relations



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### PostKatrinaTalent.org

Association of Louisiana-Baton Rouge Chapter (PRAL), Sales and Marketing Executives International (SMEI), and West Feliciana Community Development Foundation.

### *About Object 9*

Recognized by PROMO 100 as one of the top 100 agencies in the nation, Object 9 enables clients to improve their business performance by working with them to overcome specific marketing challenges with compelling, cost-effective solutions backed by sound strategic plans. The firm received awards from ReBrand 100, Summit Creative Awards and American Design Awards, and was featured in several publications including *AdWeek*, *Beverage World*, *Package Design Magazine*, and *Packaging World*. Object 9 partners are available to corporations and associations for speaking engagements and workshops related to a variety of marketing, branding, advertising, promotions, and public relations topics. Listed among the 2005 speaking engagements for Object 9 partners are Package Design Conference, Nightclub and Bar Conference, and Promo Marketing Conference and Expo.

Object 9 has extensive experience with representing clients in a variety of sectors, including beer and beverage, packaged goods, consumer products, higher education, telecommunications, banking and finance, healthcare, manufacturing, and gaming. Some of the many clients that Object 9 supports include Pabst Brewing Company (Pabst Blue Ribbon, Old Milwaukee and Rainier Beer), Coca-Cola, Baton Rouge Area Chamber, Louisiana State University, Sprint, Nintendo, Casino Rouge, Aegis Mortgage Corporation, Advantis Technologies, and Intralox/Laitram Corp. For more information on Object 9, please visit [www.object9.com](http://www.object9.com).

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Interviews, Photos and Graphics Available

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