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Gwinnett Place Community Improvement District Selects communications 21[®]

ATLANTA – May 11, 2016 - [Gwinnett Place Community Improvement District](#) (GPCID) hired communications 21 (c21[®]) as its agency of record to manage marketing, PR and interactive services as GPCID strives to redevelop Gwinnett County's central business district into a more sustainable, green and walkable environment.

GPCID issued an RFP in March, and selected c21 by a unanimous board decision on May 11. c21 will officially begin June 1. GPCID is dedicated to redeveloping and repositioning infrastructure improvements in the Gwinnett Place area through public investments, innovative visioning and the creation of various economic development incentives. The self-taxing district has a proven track record of success, including facilitating efficient traffic flow through the Diverging Diamond Interchange (DDI) on the Pleasant Hill Road Bridge, the ACTivate Gwinnett Place initiative to enhance transportation options and the promotion of redevelopment opportunities through the Livable Centers Initiative (LCI).

c21 will provide integrated, content-marketing services, including media relations, online marketing, social media management, monitoring and engagement, web support and video production as well as event support. Its commitment to provide "Remarkable service. Real results." has been the cornerstone of the business for 24 years.

Sharon Goldmacher, president and CEO - c21, said, "GPCID is laying the groundwork for a sustainable and prosperous community as the area experiences significant growth. When we take on a client whose behind the scenes work is understated, we relish the opportunity to bring them into the spotlight to share their accomplishments and current progress with the community."

c21 is proud to expand its work with CIDs, as it has represented Buckhead CID since 2010.

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About communications 21[®]

communications 21, inc., (c21) founded in 1992, is an integrated marketing public relations and interactive firm dedicated to helping clients communicate effectively in the 21st century. The company uses strategic combinations of traditional and interactive marketing tactics to build visibility and drive sales for corporations, professional service firms, nonprofit agencies, trade associations and more. For more information on c21, call 404.814.1330, visit www.c21pr.com or subscribe to our blog, [The C-Word](#). Like us on [Facebook](#) and follow us on [Twitter](#), [LinkedIn](#) and [Instagram](#).

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