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The “D” Dream Team: Downtown Detroit Partnership Teams with Lambert, Edwards & Associates

DETROIT, Mich., March 19, 2015 – Downtown Detroit’s largest PR firm is teaming with the City’s biggest advocate to raise the profile of Detroit’s live-work-play momentum.

Lambert, Edwards & Associates (LE&A), one of Michigan’s top-ranked public relations agencies and the state’s largest public affairs and investor relations firm, has been named the PR and social media agency of record for the [Downtown Detroit Partnership](#) (DDP). DDP is a nonprofit organization with the mission to create a high-quality urban environment to enhance the experience of living, working and playing in downtown Detroit.

Formed by corporate, civic and philanthropic leaders Downtown Detroit partnership plans, manages, and supports downtown Detroit through diverse, resilient and economically urban initiatives. Some of the programs under their leadership include Downtown Detroit BIZ (Business Improvement Zone), Detroit Experience Factory (DXF), Campus Martius Park, Build Institute and the Live Downtown program.

“Teaming up with the Downtown Detroit Partnership is in many ways the natural progression of both LE&A’s emergence as the leading PR firm in downtown Detroit and DDP’s downhill momentum as the chief advocate, service provider and steward of Detroit and its acceleration,” said Jeff Lambert, president of Lambert, Edwards & Associates.

As agency of record, LE&A will develop strategies to raise DDP’s visibility and spread awareness about its community events and programs. In addition to providing traditional public relations, LE&A will also manage DDP’s digital and social media networks.

About Lambert, Edwards & Associates

LE&A (www.lambert-edwards.com) is a top-10 Midwest-based PR firm and a top-15 investor relations firm nationally with clients based in 20 states and six countries. As Michigan’s largest PR firm – with offices in Grand Rapids, Lansing and Detroit – LE&A serves middle-market companies and national brands across a wide array of industries and is the state’s largest bipartisan public affairs firm. LE&A has posted 16 years of growth, been named *PR Week* and *PRNews* Small Firm of the Year, honored as an Edward Lowe “Michigan 50 Companies to Watch,” and earned *Crain’s* “Michigan’s Healthiest Employers” and “Coolest Places to Work” awards. LE&A is also a global partner in PROI Worldwide, the largest partnership of independent PR firms in the world spanning 120 cities on five continents. Follow us on [Facebook](#) or Twitter [@LambertEdwards](#).

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