



Trampoline and MT&L Public Relations work together to build McInnes Cooper brand

December, 2005: Trampoline Creative Inc. and MT&L Public Relations have been retained as the advertising and public relations firms for the regional law firm, McInnes Cooper.

Trampoline has recently completed work for a number of large national, regional and local clients, including the Atlantic Lottery Corporation, Rogers Wireless, Canada Post, EastLink and, The Winery Association of Nova Scotia. The agency also has extensive experience in the legal community having worked with three different law firms in the past.

MT&L Public Relations has most recently worked with McInnes Cooper, providing strategic communications and media relations counsel during the firm's expansion in the Halifax market.

The two firms will team up to provide strategic marketing and communications advice for the 150-year-old firm. They were selected through a competitive selection process.

"It is a great opportunity to work alongside the leaders at McInnes Cooper, as they forge their growth in the region and beyond," says Janet MacMillan, principal, MT&L Public Relations. "We've been pleased to have been a part of some of the firm's big moments this past summer and we hope that our communications advice will help keep the momentum going."

"We were so thrilled when we got the news," says Mark Gascoigne, Managing Director, trampoline. "McInnes Cooper is exactly the kind of company we want to work with. They're a proven leader in their field. They're excited about their future. And they have a great story to tell."

MT&L is an award winning Atlantic Canadian communications firm that works in partnership with its clients to deliver strategic thinking and tangible results. MT&L is a partner with NATIONAL Public Relations. MT&L's client work covers a wide variety of sectors, including health, education, energy, government, transportation, consumer and retail communications, and resources and manufacturing.

Trampoline was created in August of 2004 when Page&Wood, a respected graphic design and advertising firm for 15 years, evolved their business to become Atlantic Canada's first strategic creative boutique focused on building brands through compelling advertising and design solutions. To find out more about Trampoline, please visit brandbounce.com or contact Mark Gascoigne at (902) 429-8741.

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