

The Churchill Club Names Edelman Its Public Relations Agency of Record

SAN JOSE, Calif. – (Marketwire – Oct. 27, 2010) – The [Churchill Club](#), Silicon Valley’s premier business and technology forum, today announced it has retained Edelman, the world’s largest independent public relations firm, as its public relations agency of record. The relationship will be managed from Edelman’s Silicon Valley office and with significant industry, media and influencer relationships throughout Silicon Valley, Edelman will support the Churchill Club with its communication efforts and play a key role in taking the organization to its next level.

The Churchill Club, a 7,000-member nonprofit organization, has built a reputation for dynamic, in-the-news programs featuring Silicon Valley CEOs, up-and-coming executives and national business leaders. The events regularly draw more than 400 attendees and give members the opportunity to network with the best of Silicon Valley.

“Edelman has supported the Churchill Club for many years, and as our new communications partner, they immediately became an invaluable extension of our team,” said Karen Tucker, CEO of the Churchill Club. “Edelman’s versatility, intelligence, and expertise in social and traditional media will increase our impact as the leading conversation catalyst in Silicon Valley.”

“We are honored to have the opportunity to work with the Churchill Club,” said Todd Irwin, general manager and executive vice president of Edelman's Silicon Valley office.

“Entrepreneurs, venture capitalists, press and influencers of every kind convene and network under the Churchill Club banner – and we are excited to help drive the conversation forward.”

Todd Irwin was recently appointed to the Churchill Club’s board of directors, currently chaired by Dan’l Lewin, corporate vice president, Strategic and Emerging Business Development for Microsoft. This appointment comes on the heels of PRSourceCode recognizing Edelman as the 2010 Top Tech Communicator among Large Agencies.

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About the Churchill Club

The Churchill Club is an internationally-respected independent business and technology forum located in Silicon Valley, where CEOs, thought leaders, global business executives, innovators, and senior political leaders meet to discuss and debate, inform and educate, forecast and evaluate. Founded in 1985, the Club is known for its smart, provocative conversations on the most current leadership and innovation topics. Its 7,000 individual and corporate members include senior executives from market-leading companies, investors, and entrepreneurs. Recent speakers to the Club include Michael Dell, founder, chairman & CEO, Dell; Larry Ellison, founder, chairman & CEO, Oracle; Jim Goodnight, chairman & CEO, SAS; Michael Eisner, former CEO, the Walt Disney Company, and Reed Hastings, founder & CEO of Netflix. Further information about the Churchill Club, a 501(c)(3) organization, can be found at www.churchillclub.org.

About Edelman

Edelman is the world's largest independent public relations firm, with wholly-owned offices in 53 cities and 3,600 employees worldwide. Edelman was named Advertising Age's top-ranked PR firm of the decade and one of its 2010 Best Places to Work; Adweek's "2009 Agency of the Year"; PRWeek's "2009 Agency of the Year" and "UK Consultancy of the Year"; and Holmes Report's "Agency of the Decade," "2009 Best Large Agency to Work For" and "2009 Asia Pacific Consultancy of the Year." Edelman owns specialty firms Blue (advertising), StrategyOne (research), RUTH (integrated marketing), DJE Science (medical education/publishing and science communications), and MATTER (sports, sponsorship, and entertainment). Visit www.edelman.com for more information.

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