



FOR IMMEDIATE RELEASE

**2006 SETON HALL ALUMNAE NICOLE CENTINARO PROSPERS IN
PUBLIC RELATIONS WORLD**

Toy and Retail Specialist Promoted to Account Executive

Parsippany, N.J., June 1, 2009 - When Nicole Centinaro graduated from Seton Hall University with a degree in Communications in 2006, her mission was to work for the best public relations firm in the country. And she accomplished her mission when she accepted a position with Coyne Public Relations, *PRWeek's* 2009 Midsize Agency of the Year. Centinaro, a Bloomfield native, began her career at Coyne as an Account Coordinator in 2006, was promoted to Assistant Account Executive in 2007, and is now an Account Executive, effective June 1.

Nicole is a member of the Toy and Retail Team where she works with the agency's clients including Crayola, Toys"R"Us, Babies"R"Us and Hasbro. During her tenure, Nicole has also worked on the agency's Automotive Team where she was a key player on the Goodyear account. Her day to day activities include writing media plans, overseeing event management duties, penning press releases, securing media placements for her clients and much more.

"Nicole has proven to be an extremely valuable member of the entire agency, not just the Toy and Retail Team as she understands the media, knows what makes a good news story and knows how public relations fits into the entire marketing mix," said Brian Murphy, Assistant Vice President, Coyne Public Relations. "Nicole is well-rounded and her future is bright here at Coyne."

Nicole graduated from Seton Hall with a BA in Communications. She was an active member of the Public Relations Student Society of America (PRSSA) and the Lambda Pi Eta National Honor Society.

ABOUT COYNE PUBLIC RELATIONS:

Coyne Public Relations, LLC, is a full-service public relations agency with offices in Parsippany, New Jersey and New York City. With expertise in a variety of categories, Coyne PR consistently displays the knowledge and creativity that has made it one of the country's fastest growing agencies. Prominent national brands including The Walt Disney Company, Goodyear, Life Savers, Shell Lubricants, Medco Health Solutions, Inc., Campbell Soup Company, Graco Children's Products, Kraft Foods, General Mills, and Hard Rock Cafe look to Coyne PR to create high-profile public relations programs that deliver significant media results and help them attain their marketing communications goals.

In 2007 and 2009, Coyne was named the Best Agency to Work For in America by *The Holmes Report* and one of the Top 15 Places to Work in New Jersey by *NJBIZ* magazine. Coyne PR was a finalist in the category of Agency of the Year at the *PRWeek* Awards the past five of seven years and won that category in 2009. Further, Coyne PR is a past recipient of numerous national accolades from numerous organizations including the Public Relations Society of America and the International Association of Business Communicators. Most recently, Coyne was named 2009 Consumer Agency of the Year by *The Holmes Report*.

###