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**COYNE PUBLIC RELATIONS EXPANDS ITS FOOD AND BEVERAGE PRACTICE WITH KEY SENIOR HIRE**

*Industry Veteran Melissa McAllister Wieler Joins Coyne Public Relations*

Parsippany, N.J., April 21, 2010 – Coyne Public Relations today announced that Melissa McAllister Wieler, an 18-year veteran in food/beverage and consumer products communications, has joined the agency’s food and beverage practice as vice president, effective immediately.

“We are pleased to add such a strong PR professional with deep knowledge of the food and beverage category to our agency,” said Rich Lukis, president of Coyne Public Relations. “She will be a valuable resource not just to our food and beverage practice, but to the agency as a whole.”

McAllister Wieler will join the agency’s New York City office to manage the beverage brands of PepsiCo (AMP Energy and Mountain Dew) in addition to Cascadian Farm and ShopRite. Her deep expertise includes strategic planning, nutrition education campaigns, media relations, cultivating and managing alliances and partnerships and special events management.

McAllister Wieler joins Coyne PR from Pollock Communications, where most recently she held the post of senior vice president. During her 12-year career at Pollock Communications, she developed and managed a variety of public relations programs including health professional and consumer nutrition education programs, new product launches and consumer awareness programs. She orchestrated three International Scientific Symposia for the Tea Council of the USA with partnership support from key research and governmental organizations including the American Cancer Society, the Nutrition Committee of the American Heart Association and the US Department of Agriculture. Additionally, McAllister Wieler oversaw major account strategy for clients including USA Rice Federation, Masterfoods USA, and executed new product launches/restages for Häagen-Dazs, Progresso and Tropicana North America, among others.

Prior to Pollock Communications, McAllister Wieler worked at Marina Maher Communications and Golin/Harris Communications for clients including Seagram Classics Wine Company, Nabisco Food Corp., Hershey USA and the North American Olive Oil Association. McAllister Wieler holds a Bachelor of Arts in English and Creative Writing with a minor in Communications from the State University of New York, College at New Paltz.

**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, Shell Lubricants, Medco Health Solutions, Inc., General Mills, and Hard Rock International look to Coyne PR to create high-profile public relations programs that deliver significant media results and help them attain their marketing communications goals.

Coyne PR has achieved a number of industry honors in the last twelve months including Midsize Agency of the Year by *PRWeek* and *PR News* as well as Consumer Agency of the Year and Best Agency to Work For in America by *The Holmes Report*.

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