

Coors Names Orchid Public Relations To Special Projects

Orchid Public Relations has been retained by the Adolph Coors Company to handle special projects and events for its western community relations division, it was announced by Lura Daniels-Ball, field manager of Coors' Western Regional Community Relations Office.

"A top-notch public relations firm is critical to our community commitment," said Daniels-Ball, "and we are extremely pleased to team up with Orchid because it has a strong record of community involvement."

Orchid Public Relations, with offices in Los Angeles and New York City, will be responsible for publicity, community coordination and public relations for a number of Coors' on-going community projects. In addition, the firm will work to maximize Coors' community involvement.

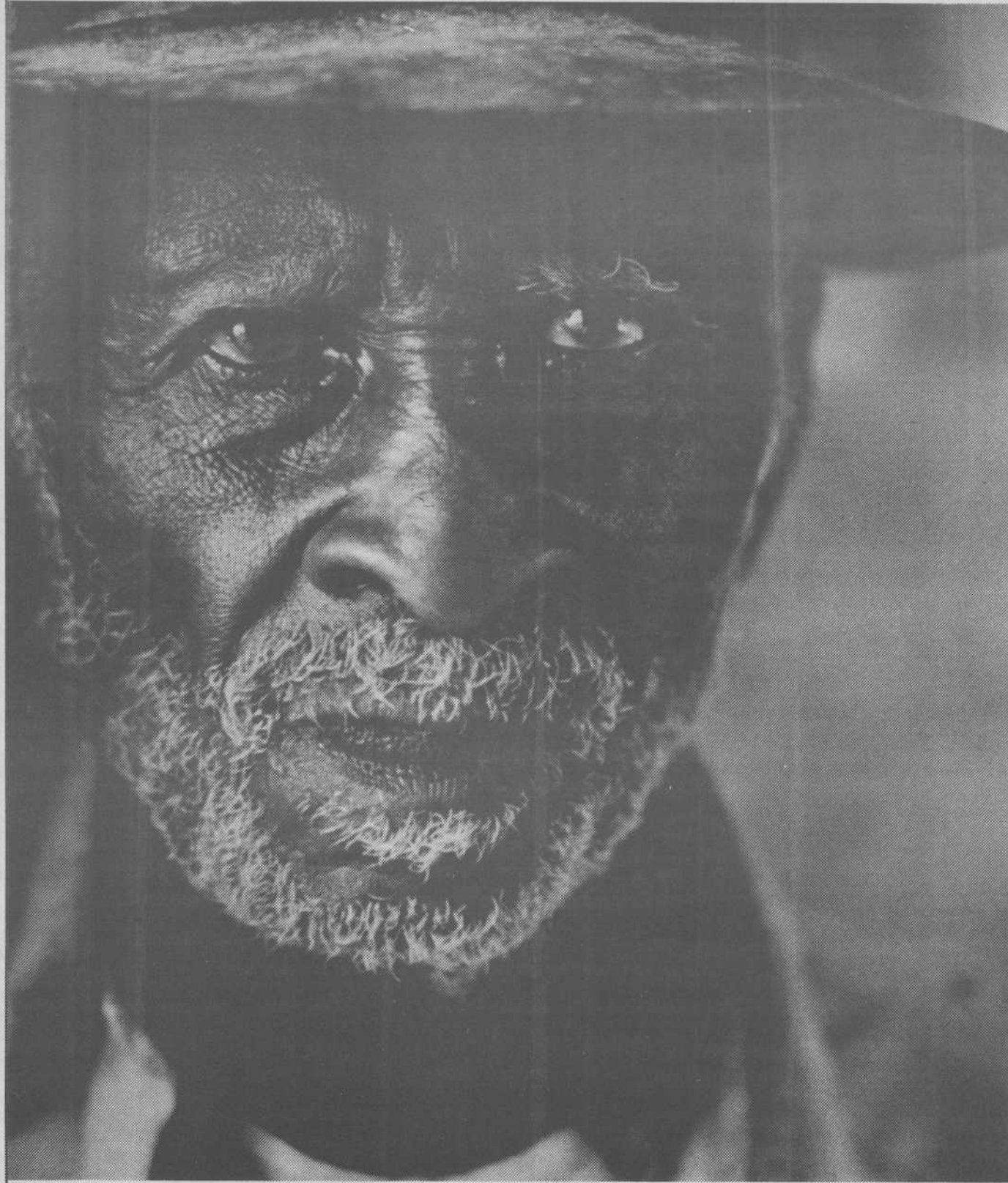
"We are extremely gratified that Coors has chosen us to handle this very important part of their corporate activities," said Sheila Eldridge, founder and president of the five-year-old public relations firm. "Coors is involved in many different community projects and our first priority is to increase public awareness and to keep Coors informed about worthwhile programs that exist in the community."

Among the programs that Coors currently sponsors are Summerscope '86, CALPAC Scholarship Golf Tournament, the USC Ebonics Program and the Summer Pro Basketball League. In addition, Coors is involved in programs for various Boys Clubs, the Regalettes and the Black Agenda.

Orchid has conducted public relations and publicity programs for corporate clients including the Atlantic Richfield Company, Coca-Cola USA, Universal Pictures, A&M Records and RCA Records, among others. In addition, the firm handles recording artists Jeffrey Osborne, Janet Phyllis Hyman, Kashif and the Winans.

**SUPPORT
OUR
ADVERTISERS**

To find out about Black history, ask someone who's lived it.



Black history is alive and well in America. Just ask someone who has lived it.

Someone who has lived and fought through the struggles of the Civil Rights movement. Someone who has witnessed the advances made by Black pioneers in the areas of education, government, the arts and the sciences. Someone who has helped keep Black history alive by passing on stories of the past to younger generations.

This February, the people at The Adolph Coors Company are observing Black History Month by joining all Americans in honoring the Black men and women who have helped make our country a place of pride, progress and promise.