



LOCAL INTELLIGENCE. GLOBAL IMPACT.

For further information:

**Ramonna Robinson**

President, GroundFloor Media  
RRobinson@groundfloormedia.com

**Allard W. van Veen**

Global Managing Director  
PROI Worldwide  
avv@proi.com

**Andreas Fischer Appelt**

Global Chairman, PROI  
Worldwide  
afa@fischerappelt.de

**GROUND FLOOR MEDIA ADDS TO REGIONAL PRESENCE IN USA**

*Seasoned talent at Denver-based agency provides strategic counsel while maintaining award-winning culture*

**NEW YORK:** Denver based GroundFloor Media (GFM), has become part of PROI Worldwide, the world's largest partnership of independent agencies with 2015 net fee income of US\$ 702+ million.

"GroundFloor Media adds to the expertise and experience we offer our clients in the Rocky Mountain Region," said Andreas Fischer Appelt, Global Chairman, PROI Worldwide. "GFM's integrated approach to communications reflects the changes taking place in traditional public relations practices as clients embrace advanced dynamic, multi-layered technologies in communicating with the public," added Fischer Appelt.

"GroundFloor Media strives to provide leading edge counsel to our client partners, and being part of PROI Worldwide provides access to international expertise and connections that will further enhance the expertise and experience we bring to those clients," said Ramonna Robinson, GFM's president. "GFM takes pride in synthesizing public relations, social media strategy & engagement, digital & creative services and crisis & issues management into marketing communications programs that tap the consuming public's hunger for more dialogue with the brands serving them."

**About GroundFloor Media**

GroundFloor Media (GFM) is an award-winning, integrated agency focusing on public relations, social media strategy & engagement, digital marketing & creative services and crisis & issues management. Headquartered in Denver, GFM has more than 30 team members across the country. Additionally, the agency has global reach across six continents through its partnership in PROI Worldwide.

Ambitious brands like Bellco, Children's Hospital Colorado, the City and County of Denver, Door to Door Organics, Earth Balance, Rally, SCL Health and ViaWest have collaborated with GFM during the past 15 years to deliver results-driven campaigns. In 2015, GFM established the Get Grounded Foundation, a 501(c)(3) that will provide one-year community grants for innovative or entrepreneurial programs within an existing, qualified non-profit that directly supports the healthy development of at-risk or neglected youth in the Denver Metro area.

**About PROI Worldwide**

PROI Worldwide, the world's largest partnership of integrated independent communications agencies founded in Europe in 1970 has offices in more than 110 cities in 50+ countries, with 75 leading independent integrated communications partner companies and more than 5,000 staff servicing 6,300+ clients worldwide. PROI Worldwide's combined fee turnover exceeds US\$702,000,000, positions it as the 5th largest partnership in the world by net fee income.