

**FOR IMMEDIATE RELEASE**

## **Lambert, Edwards & Associates' Amanda Passage Named PR News 30 and Under Rising Star**

**(DETROIT, Mich. – December 5, 2016)** – National industry publication PR News has named Lambert, Edwards & Associates (LE&A) director Amanda Passage a winner of the 2016 PR News' Rising PR Stars 30 & Under awards. This annual competition showcases top talent and the budding PR leaders who are making communications matter in the marketplace. Nominees are judged by a blue-chip panel of corporate, agency, nonprofit and academic executives, as well as by the staff of PR News.

Passage joined LE&A in 2008 and has since become one of the youngest directors in the firm's 18-year history. Her work has spanned a diverse range of clients from global brands and healthcare management companies to private equity, sustainable manufacturing, accounting, software and professional services. During her tenure, she's worked with nearly 50 clients, has been through three firm acquisitions and has helped the LE&A team earn more than 75 awards. The Rising PR Stars 30 & Under Luncheon will be held on December 6, 2016 at the National Press Club in Washington, D.C., where Passage will be recognized alongside other PR News award winners.



"This national award recognizes what we and our clients already knew about Amanda Passage – she's a rising star and a key contributor across an array of industries and complex issues," said Jeff Lambert, LE&A president. "We're proud that LE&A could provide the platform for her to flourish and grow from college grad to a key leader in the firm by serving clients and also as our internal Director of Marketing."

Passage works with a number of brands – from global companies to start-ups – where she directs media relations campaigns, manages corporate communications and issues assignments, and coordinates events ranging from celebrations and anniversaries to shareholder outreach conferences. She also plays a key role in new business, product launches, and brand development.

In addition to her work in public relations, Passage provides strategic counsel and tailored resources to help businesses communicate clearly, consistently and effectively with their investors and throughout the M&A process. She also provides marketing due diligence and strategic guidance and execution to support add-on acquisitions and integration. Over the past year, Passage has played an integral role in LE&A's deal advising and marketing support on over 30 transactions. This active 12-month period began with Passage helping LE&A earn a national finalist nomination for *M&A Advisor* PR Firm of the Year last year, while also serving on the deal team for *M&A Advisor's* Deal of the Year Under \$25 Million.

Furthermore, Passage provides strategy to management teams on executive positioning and thought-leadership opportunities, outreach and awareness building to support acquisitions, and overall company communications and marketing. As a result of this execution and with the help of her teammates, her clients were featured in nearly 200 unique media articles throughout the past year.

Passage leads LE&A's internal marketing agency and has directed the firm's pro bono PR work for Junior Achievement of the Michigan Great Lakes and the West Michigan Miracle League. She is a classroom volunteer for Junior Achievement and with the United Way's Schools of Hope program held in various Grand Rapids Public Schools. She holds a bachelor's degree in mass communications and public relations with a minor in business from Rochester College.

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#### **About Lambert, Edwards & Associates**

LE&A ([www.lambert-edwards.com](http://www.lambert-edwards.com)) is a top-10 Midwest-based PR firm and a top-15 investor relations firm nationally with clients based in 20 states and six countries. As Michigan's largest PR firm – with offices in Grand Rapids, Lansing and Detroit – LE&A serves middle-market companies and national brands across a wide array of industries and is the state's largest bipartisan public affairs firm. LE&A has posted 18 years of growth, been named *PR Week* and *PRNews* Small Firm of the Year, honored as an Edward Lowe "Michigan 50 Companies to Watch," and earned *Crain's* "Michigan's Healthiest Employers" and "Coolest Places to Work" awards. LE&A is also a global partner in PROI Worldwide, the largest partnership of independent PR firms in the world spanning 120 cities on five continents. Follow us on [Facebook](#) or Twitter [@LambertEdwards](#).