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Finn Partners Expands Its Travel and Consumer Practices Adding New Focus on Sports, Adventure and Wellness Marketing with Acquisition of MFA Marketing & Public Relations

NEW YORK – (October 30, 2018) -- Global marketing and communications firm, Finn Partners, announced it has acquired Missy Farren & Associates, Ltd. (MFA), a 20 person New York-based firm with a client roster spanning travel and hospitality, consumer products, sports and adventure, wellness and nonprofit. Missy Farren, founder & CEO of her firm, will serve as a managing partner at FINN and she and her team will move into FINN's NY office in 2019.

The MFA team will operate under the FINN brand name. Among their current and past clients are Westin Hotels & Resorts, Stance, US Ski & Snowboard, Peet's Coffee, Confluence Outdoor, Mountain Collective, Cannondale, Schwinn, Chatham Bars Inn on Cape Cod and NutriBullet.

The addition of MFA's team will bolster FINN's global team of 120 across the travel and consumer sectors and will add sports marketing and outdoor-lifestyle clients to the mix.

Peter Finn, founding partner of FINN said, "We think highly of MFA's creative approach to combining clients and assignments that intersect destinations, consumer goods and outdoor sports. And, we were impressed with their work for seven Olympic Games, where they displayed an unmatched expertise for strategy, communications and execution for brands and athletes."

Missy Farren commented, "As we looked ahead to MFA's 25th anniversary in 2019, joining the FINN team was an exciting and strategic next step for us in the agency's growth. We love what we do and the clients with whom we have built significant history, and we're confident that the additional resources that FINN provides will offer even greater results."

"With the global wellness industry valued at \$4.2 trillion and growing, the Olympic Games on the horizon, and consumer travel statistics around the world increasing every year, we look forward to a bright future as an integral part of FINN," added Farren.

Rick Gould, Gould+Partners, facilitated the introduction of FINN and MFA and advised MFA on the negotiations.

About Missy Farren & Associates, Ltd

Missy Farren & Associates, Ltd (MFA) was founded in 1994 by Missy Farren under the guiding principle to deliver dynamic success for brands, organizations and people that the agency's team believes in and admires. Celebrating 25 years of achievement in 2019, MFA has a diverse range of expertise spanning consumer products, travel, wellness, sports, culinary and social good. Headquartered in New York, MFA offers a full suite of communications, digital and social media services. Learn more about the agency's award winning work and find out what the MFA team is up to at www.mfaltd.com and @missyfarrenpr on Instagram, Facebook and Twitter, and Missy Farren PR (Mfa Ltd.) on LinkedIn.

About Finn Partners, Inc.

Founded in late 2011 on the core principles of innovation and collaborative partnership, Finn Partners has more than tripled in size in six years, becoming one of the fastest growing independent public relations agencies in the world. The full-service marketing and communications company's record setting pace is a result of organic growth and integrating new companies and new people into the Finn Partners world through a common philosophy. With more than 600 professionals, Finn Partners provides its clients with global access and capabilities in the U.S., Europe and Asia, in addition to PROI Worldwide. Headquartered in New York, Finn Partners' other offices are located in: Chicago, Detroit, Fort Lauderdale, Frankfurt, Jerusalem, London, Los Angeles, Munich, Nashville, Paris, Portland, San Francisco, Shanghai, Singapore and Washington D.C. Find us at finnpartners.com and follow us on Twitter and Instagram at @finnpartners.

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