



**FRESH CREATIVE**  
communications + design

## **PRESS RELEASE**

For Immediate Release

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## **Local Marketing Firm Freshens Things Up**

FORT WALTON BEACH, FL (Aug. 2, 2007) - Marking their 15<sup>th</sup> anniversary, O'Connor Ricks Associates became Fresh Creative. Located in Fort Walton Beach, Fresh Creative is a communications and design firm that specializes in marketing real estate development and hospitality properties.

Originally named Meigs O'Connor Ricks, the agency was located on Highway 98 across from Staff's Restaurant and quickly became the area's leading marketing and design firm. In 1998, Meigs O'Connor Ricks became O'Connor Ricks Associates and moved to their current location at 16 First Street in downtown Fort Walton Beach. Along with the name change and move, the company decided to declare their real estate and hospitality specialty. The agency had maintained a real estate and hospitality client base from the start and felt that it was time to commit to this concentrated area of expertise.

After 15 years, it was time to completely rejuvenate. On June 1<sup>st</sup>, O'Connor Ricks Associates changed their name to Fresh Creative.

"Fresh Creative embodies the crisp, clear communication we strive to achieve for our clients," says Judy Ricks, Creative Director. "Working exclusively with real estate development and hospitality properties for the last eight years has given us clear insight to the needs of these clients. The new identity we have found in Fresh Creative fully embraces this specialty."

To celebrate 15 years, as well as their new corporate identity, Fresh Creative hosted a reception at the Weatherall Fine Art Gallery in Santa Rosa Beach on July 26<sup>th</sup>. The gathering was a chance to catch up with old friends, long-time vendors and clients, and reminisce about the last 15 years of business.

"We're very proud of the relationships we've built with our clients, vendors, and employees; they have all contributed to our success," says Randy O'Connor, President. "After 15 great years, we're looking forward to what the next 15 bring."

Fresh Creative is a communications and design firm that specializes in marketing real estate and hospitality properties. Using strategic process and experience, they develop comprehensive solutions that create distinctive impressions. You can learn more about Fresh Creative by visiting [www.visitfreshcreative.com](http://www.visitfreshcreative.com).

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