



WELL KNOWN VANCOUVER BASED PUBLIC RELATIONS FIRM ACQUIRED BY WESTERN CANADA'S LARGEST INDEPENDENT MEDIA PLANNING AND BUYING AGENCY

FOR IMMEDIATE RELEASE

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Vancouver BC --- For over two decades **Laura Ballance Media Group (LBMG)** has been the media relations agency behind some of British Columbia's largest and most successful events and organizations. Today, **Mediology**, the largest independent media planning and buying agency in western Canada announces it has purchased a controlling interest in the agency, best known as the public relations force behind events such as the annual Fair at the PNE, the Vancouver International Auto Show, the Honda Celebration of Light, the Vancouver International Boat Show, the Surrey Vaisakhi Parade, Jurassic Quest Canada, the Canada Cup, among others. LBMG is also an agency with a record of working with numerous distinguished business and not-for-profit organizations such as the Forest Products Association of Canada, Blueprint, the BC Sports Hall of Fame, Hospitality Vancouver Association, CUPE 8911, and the Downtown Surrey BIA.

"LBMG has built a long-standing and excellent reputation across a range of industries and sectors, and through their media and public relations as well as crisis communications work they are well positioned to support companies during this time of significant transformation in Canada," says Sam Richardson, Mediology founder and partner. "Mediology is in a period of strong growth and bringing public and media relations in-house through the acquisition of one of the most well-known and respected agencies in their field in western Canada is very exciting. LBMG will remain LBMG, with its principal, Laura Ballance, remaining within the executive leadership of the agency."

LBMG has built a reputation of being a passionate advocate for its clients, something Principal Laura Ballance says will continue moving forward, *"LBMG has been approached many times about acquisition but only entertained the idea following initial discussions with the leadership at Mediology,"* says Ballance. *"Each of our clients is very special to our team, and I was only interested in an agreement if it was to an agency that exemplifies the same care and thoughtful approach that LBMG is renowned for - and we are fortunate to have found that same synergy in Mediology."*

Both firms will remain headquartered in Vancouver and will continue to serve clients across Canada.

About Mediology: Headquartered in Vancouver, Mediology is Western Canada's largest independent media group, with five offices in British Columbia, Alberta, and Saskatchewan. At Mediology, we use the most current information and more than 250 years of combined experience in consumer and media research to identify audience profiles, behaviours, and media habits to create a strategy that earns our clients the recognition they need.

www.mediologymedia.com

About LBMG: A dynamic strategic communications firm that offers public relations and communications services for public, private, and not-for-profit organizations. We specialize in ensuring our clients meet their business objectives by looking through the lens of their target audience, be that media, sponsors, partners, employees, event attendees or the general public.

www.LBMG.ca

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