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**Paul Werth Associates Acquires Chicago-Based Generations Sync**

CHICAGO (April 2, 2012) — [Paul Werth Associates](http://www.paulwerth.com), an integrated communications firm based in Columbus, Ohio, has acquired Generations Sync, a Chicago-based boutique firm specializing in health care public relations and direct marketing. Generations Sync is immediately changing its name to Paul Werth Associates.

The acquisition expands Werth's presence beyond Ohio and advances its capabilities in the Chicago market and across the Midwest.

"We've been looking for the right opportunity to build our footprint outside of Ohio," said Sandra Harbrecht, Werth's president and chief executive officer. "Generations Sync serves clients in multiple markets, and its senior team has built strong relationships in their fields of expertise."

Marita Gomez, a health care public relations veteran, becomes the managing director of the Chicago office. Matthew Stone becomes the firm's senior vice president of business development.

"Joining the Werth team gives us access to greater resources and allows us to accomplish more than we could do on our own," Gomez said.

Gomez, a former journalist, worked for consumer health magazines and several ABC and NBC affiliates before joining a public relations agency in Chicago. She founded HealthInfo Direct, an integrated communications company and ran it for 15 years before selling the firm to a B2B agency. In 2008, she started Generations Sync.

Stone has more than 30 years of experience in direct marketing. He worked with several of the leading direct marketing companies in the Chicago area before becoming a partner at HealthInfo Direct and at Generations Sync.

Founded in 1963, Paul Werth Associates is an independent, full-service communications firm that helps grow businesses, launch brands and shape strategies for some of the Midwest's leading organizations. Its core competencies include public relations, public affairs, marketing and branding, B2B advertising and research. Offering strategic counsel and a full array of creative services, Werth also builds digital solutions, social media strategies and Web 2.0 tactics into innovative and effective communications programs for its clients. Werth maintains a non-equity affiliation with MSLGROUP, one of the world's largest public relations firms with offices throughout the United States, Europe, the Pacific Rim and South America. For more information about Paul Werth Associates, visit [www.paulwerth.com](http://www.paulwerth.com).

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