



FOR IMMEDIATE RELEASE

September 20, 2015

Michelle St. Amour Joins Newport Beach & Company

Business development manager to oversee sponsorship and ad sales revenue

NEWPORT BEACH, Calif. – [Newport Beach & Company](#), the marketing agency for the City of Newport Beach, announces the addition of Michelle St. Amour as business development manager. In this newly created position, St. Amour will oversee sponsorship and advertising sales revenue for Newport Beach & Company to drive growth across all business units, including Visit Newport Beach, Dine Newport Beach, Celebrate Newport Beach, Enterprise Newport Beach and Newport Beach TV.

St. Amour joins Newport Beach & Company from Firebrand Media, Inc., where she served as associate publisher and worked in advertising sales for *Newport Beach Magazine*, *The Newport Beach Independent*, *Laguna Beach Magazine*, *The Laguna Beach Independent*, *Montage Magazine* and *Bespoke Magazine*.

With a strong background in marketing, St. Amour has held positions at Taste Public Relations in Corona del Mar, Coast Newport Properties and Pedregal/Coldwell Banker in Cabo San Lucas, Mexico. She has also served in business development and asset management roles at REO World, Inc. and Orange Coast Title Co.

“Michelle has a proven track record of building strong relationships,” said Gary Sherwin, president and CEO of Newport Beach & Company. “She will add tremendous value to our team as Newport Beach & Company continues to grow and innovate as a leading destination marketing organization.”

St. Amour earned a Bachelor of Arts degree from the University of California, Santa Barbara.

About Newport Beach & Company

Founded in January 2013, Newport Beach & Co. is a non-profit organization established to serve as the official marketing agency for the city of Newport Beach. The agency brings together all of the marketing entities connected to the Newport Beach brand, and is designed to oversee separate business units that include Visit Newport Beach, Dine Newport Beach, Celebrate Newport Beach, Enterprise Newport Beach and Newport Beach TV. Additionally, Newport Beach

& Co. includes the Newport Beach Foundation focused on creative charitable endeavors that support the business community.

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