

# FACT SHEET

## THE AGENCY

Scream Agency was founded in January 1997 as a full-service advertising and PR agency. Since its start over a decade ago, the agency has witnessed solid growth, and has become well known regionally and nationally as a creative and strategic force.

## PRINCIPAL

Lora Ledermann, owner and creative director

## CATEGORY EXPERTISE

Outdoor recreational, retail, travel and tourism, B2B, and high-tech clients

## CORE COMPETENCIES

Advertising, Direct Mail & Direct Response, Guerrilla & Grassroots Marketing, Interactive & Web, Marketing Communications, Online marketing & Social Media, and PR

## PRO BONO

In 2000, Scream created the Scream Scram, a 5K run/walk event held in Wash Park, CO to raise money for the National Multiple Sclerosis Society (NMSS). Held on Halloween weekend, this event has attracted thousands of runners/walkers and raised over 75K for both NMSS and the Boys & Girls Clubs of Metro Denver. Scream also volunteers time for the Save the Poles Expedition, Adoption Alliance, the Women's Foundation of Colorado, Camp Experience and more.

## CONTACT INFORMATION

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**Scream**  
ADVERTISING & PR THAT'S HEARD