



**FOR IMMEDIATE RELEASE:**  
April 12, 2010

**CONTACT:** Jennifer Brown  
(614) 839-4897 ext. 105 or  
Barbara Wayman, APR  
(614) 76-6878

### **Portfolio Creative Expands to Dayton Market**

(COLUMBUS, OH) – After five years of operation, Portfolio Creative, the fastest growing creative staffing and recruiting firm in the U.S., has announced plans to open a second office in Dayton, Ohio. Portfolio Creative selected Dayton as its second base of operations because of the city’s proven commitment to the retention and development of creative talent.

“Historically, Dayton has been a center of innovation from steel and aluminum to electronics and transportation. Now the city is fast becoming a leader in recognizing the importance of ‘the creative economy,’” said Catherine Lang-Cline, co-owner and founder. “Dayton really stood out to us because of the efforts city leaders are making to attract and retain their young professionals in the creative and technology sectors.”

Added Kristen Harris, Portfolio Creative co-owner and founder, “There is a lot of creative talent in Dayton and we want to keep it there.” The Dayton office will open in mid-April. The new office will be located in Greene Towne Center in Beavercreek.

With a unique business model that has proven successful in the Columbus market, Portfolio Creative services will help drive the Dayton economy by offering companies new flexibility in hiring and training their creative workers. As in Columbus, Portfolio Creative will develop personal connections with clients and workers in order to carefully match talent with opportunity.

“The impact of Portfolio Creative coming to the Dayton market will be very positive because of their commitment not only to the advertising and design industries but also to local arts organizations,” said Jessica Graves, president and creative director of the School of Advertising Art. “I’m honored that Portfolio Creative has chosen Dayton as their first expansion into new markets. I am confident that creatives and businesses alike will experience the expertise and professionalism that Portfolio

Creative brings to the table.”

An Inc. 500 fastest growing firm, Portfolio Creative offers products and services designed to help companies streamline and innovate their creative work to save time, energy and money. It is Columbus’ 12<sup>th</sup> fastest growing company. Portfolio Creative is based at 3763 N. High Street in Columbus, OH. Clients and creative talent can call (614) 839-4897 in Columbus or (937) 528-1028 in Dayton. More information is posted at [www.portfolioiscreative.com](http://www.portfolioiscreative.com).

###