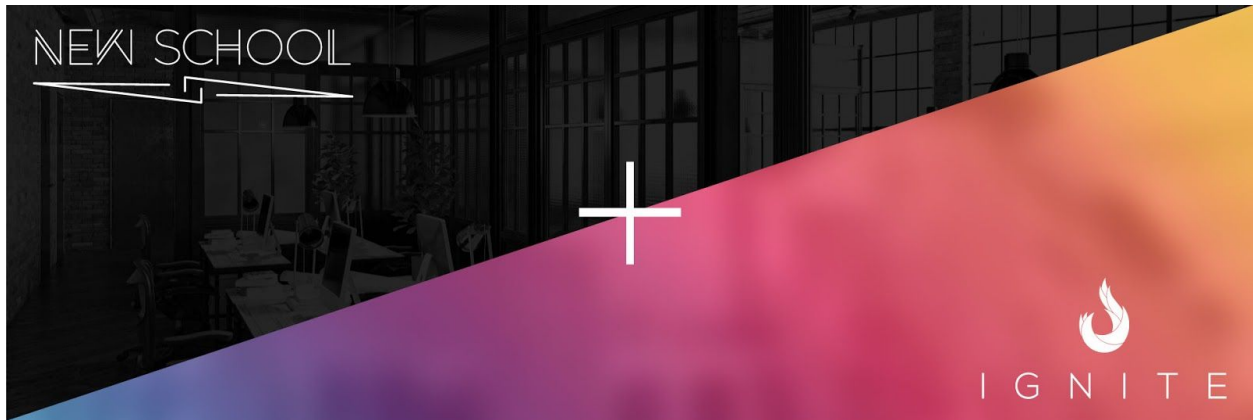


FOR IMMEDIATE RELEASE:



MUSKEGON, MI. (August 11th, 2020) – DESPITE THE TIMES, GOOD THINGS ARE STILL HAPPENING IN DOWNTOWN MUSKEGON.

[NEW SCHOOL](#), an industry leader in marketing and advertising, is pleased to announce that IGNITE, a long established leader in branding and marketing in West Michigan, has merged with NEW SCHOOL effective immediately. This merger expands NEW SCHOOL's marketing capabilities and overall capacity, allowing NEW SCHOOL to give current and future clients more marketing and advertising firepower, at the same affordable rates clients have come to expect.

"Joining forces with IGNITE brings more like-minded, exceptionally talented members to the NEW SCHOOL fold. Having worked with the IGNITE team closely over the past several years, it is clear their vast expertise and marketing leadership complement our existing capabilities, we're honored to bring them into the NEW SCHOOL team," explains Trevor Dickerson, NEW SCHOOL's Creative Director. "As marketing and advertising continues to change, this merger strengthens our ability to lead the way, explore new opportunities, and for more businesses to experience the NEW SCHOOL approach to marketing and advertising."

The NEW SCHOOL and IGNITE union expands our expertise in marketing, branding, and strategic development. The Combined NEW SCHOOL team, with IGNITE on board now includes more than 6 marketing professionals, with expertise that includes, but are not limited to, marketing, marketing strategy, advertising, graphic design, brand development, print marketing, email marketing, video production, animation, web development, SEO, CRM, social media management, marketing plan development, and more.

"While working with NEW SCHOOL on several projects over the years, we saw time and time again their elite level of marketing prowess and attention to detail," said Larry Young, Founder of IGNITE and several other ad agencies in Grand Rapids, Grand Haven and Muskegon. "By merging our two companies, NEW SCHOOL will be able to deliver unparalleled marketing services locally and nationwide."

The merged NEW SCHOOL organization will maintain their current office in Muskegon, MI. While keeping all existing staff in place, Justin Young will join the organization as Sr. Program Manager, and Larry will serve as the organization's Sr. Marketing Specialist.

ABOUT NEW SCHOOL: [NEW SCHOOL](#) is a web design and full-service marketing and advertising agency headquartered in downtown Muskegon, MI. We specialize in marketing, web design, and video production. Our talented team has many years of first-hand experience working day in and day out with clients who are part of the fabric of the West Michigan community. We're here to unlock the potential that a creative approach to marketing can create. Whether you're a local business, manufacturer, or a mom and pop shop, we use our creativity to grow your business in a way that beats the status-quo every time. There's never been a better time to work with NEW SCHOOL. We're ready... are you? [New.School](#)

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