



FOR IMMEDIATE RELEASE

Contact: Christina Henry
Steinreich Communications
(212) 491-1600
chenry@skompr.com

25 YEAR VETERAN JOURNALIST SHEILA LONG O’MARA OF HOME FURNISHINGS BUSINESS JOINS STEINREICH COMMUNICATIONS

FORT LEE, NJ - Steinreich Communications Group, Inc., an international public relations agency headquartered in New Jersey, has announced that Sheila Long O’Mara joined the firm as content manager, working primarily with the firm’s home furnishings clients. O’Mara joins Steinreich’s content and strategic development team comprised of former journalists.

Sheila has more than 25 years of journalism experience. For the past 11 years, she successfully launched and nurtured Home Furnishings Business as its editor in chief. She not only is a prolific writer and editor, but she managed the social media presence of the magazine as well. Prior to that post, she spent eight years with Furniture Today working in a number of roles, including: upholstery editor, fabric editor and editor in chief of its Kids Today publication. Before becoming a trade journalist, she was a staff writer for the Greensboro, N.C., News & Record, the local daily, and prior to that, The Elkin, N.C., Tribune.

“It is a major coup for us to get someone of her caliber and experience. What is also very heartwarming, was that of the many agencies she could have approached, she felt so comfortable with Steinreich because of our professionalism and high journalistic standards that we follow,” said Steinreich Communications president and CEO Stan Steinreich.

Founded in 2003, Steinreich Communications represents some of the world’s leading corporations and consumer brands. It is one of the nation’s fastest growing, full-service public relations firms with offices in New York, New Jersey, Washington, Los Angeles, London, Frankfurt and Tel Aviv. Visit www.skompr.com.