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HCK2 Partners Becomes Agency of Record for City of Corsicana

Dallas-based integrated marketing communications agency saddles up in Navarro County's seat

(DALLAS) – Under the leadership of Corsicana’s [Strategic Planning Group](#) (SPG), **Corsicana Development Committee** (CDC) and **Corsicana City Council**, the city has announced Dallas-based [HCK2 Partners](#) as its creative, interactive and public relations agency of record.

The partnership is focused on developing a city wide and district brand. Additionally, HCK2 will work to increase state wide awareness for Corsicana’s tourism and economic development, business ventures and opportunities, educational rankings and other evolving needs for growth.

“When Corsicana was first founded more than 160 years ago, it was rich with opportunity because of what lied underneath our city,” said [Corsicana Mayor C.L. “Buster” Brown](#). “Today, the opportunities for growth, progress and expansion are because of what’s in our city. From business relocation to residential development, Corsicana is ready to reach its potential, and we’re pleased HCK2 will help us make that difference.”

On June 23, HCK2 was presented with more than \$75,000 at a check presentation in front of the Corsicana Chamber of Commerce on behalf of the city and the CDC. Phases one and two of the five-phased approach was wholly paid for through hotel and motel occupancy taxes.

HCK2 is an award-winning, full-service agency that has served a diverse array of *Fortune 1000* and industry-leading clients. With a large agency roster and boutique agency philosophy, HCK2 was honored as the number five ranking in the 2008 *Dallas Business Journal's* “Largest PR Firms” – the ninth straight recognition of consecutive growth for the mid-size company.

“Our team has family ties in Corsicana and reason to be personally invested in this rebranding process,” said [HCK2 Managing Partner and PR Director Kenneth Kracmer](#). “We’re honored to have been selected as Corsicana’s partner and look forward to making the rest of the state aware of the rich history and promising future we already knew existed in the city.”

About HCK2 Partners

HCK2 Partners (HCK2), formerly Michael & Partners, is a Dallas-based full-service integrated marketing communications agency. Ranked among the top five public relations agencies in North Texas by the *Dallas Business Journal*, HCK2 communications programs keep clients close to customers and ahead of the competition

with comprehensive media relations campaigns; creative multimedia marketing; and innovative interactive solutions. Founded in 1998, HCK2 has developed marketing communications expertise in growth industries including: construction, finance, energy, healthcare, retail, technology and telecommunications. More information is available online at www.hck2.com.