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Blue Phoenix Midstream Rises from HCK2 Partners

Integrated marketing communications agency launches new Web site for natural gas services provider

(DALLAS) – Midstream natural gas services provider, [Blue Phoenix Midstream, LP](#), recently launched its new interactive Web site due to the development efforts of its creative and interactive marketing communications partner, North Texas-based and top-five ranked [HCK2 Partners](#).

“When I decided to form Blue Phoenix Midstream, I already knew that Mrs. Capps and her team would be able to capture the image I envisioned for my new effort,” said **Michael P. Grace, president of MPG Ventures, LLC**. “The end product exceeded my expectations and solidified my resolve to make the HCK2 team an ongoing partner with me in any of my endeavors.”

The objective for the new [BluePhoenixMidstream.com](#) was to expose the company to natural gas producers, potential investors and partners searching for an aggressive approach to growth in the processing, storing, marketing and transporting phase of crude oil, natural gas and various liquids like ethane, butane and propane.

“Based on the client’s needs, we believe we developed a clean, functional and usable Web site for Blue Phoenix, as well as a dynamic new brand,” said **HCK2 CEO and Creative Director Heather Capps**. “The most exciting feature on the Web site is the [‘Basins of Interest’ interactive map](#), which achieves interactivity without sacrificing search engine optimization.”

The new Web site is powered by an award-winning, open-source content management system, which the [interactive team at HCK2](#) specializes in implementing for all of its clients’ Web presences. Additionally, HCK2 took an inventive approach to the company’s new ‘rising blue phoenix’ brand to further attract the eye of potential clients and investors.

For more information about HCK2 Partners and its interactive team, call them at **(972) 716-0500** or online at [HCK2.com](#).

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.