



## **STERLING-RICE GROUP WELCOMES VETERAN CREATIVE DIRECTOR**

### ***Mark St. Amant Adds to Heightened Profile of Company's Creative Group***

**October 5, 2010, BOULDER, Colo.**—Sterling-Rice Group (SRG), a Colorado brand strategy, innovation, and communications firm, announces the addition of award-winning Creative Director and published author Mark St. Amant to oversee their growing roster of accounts, including El Monterey, So Delicious Coconut Milk and Almond Board of California.

St. Amant joins SRG most recently from Crispin, Porter + Bogusky where he worked as Creative Director on the Microsoft account, specifically the noted Windows 7 “I’m a PC” campaign. Prior to that, St. Amant spent several years at Arnold Worldwide in Boston as Associate Creative Director working on a number of accounts including ESPN, and his work over the past two decades has been recognized by virtually every award show in the industry, including One Show, CLIO and Cannes.

St. Amant is also the author of two books: “Committed: Confessions of a Fantasy Football Junkie” (Scribner, 2004), a humorous, insightful look at the explosion of -- and worldwide obsession with, fantasy football – that’s become the top-selling fantasy football book of all time; and “Just Kick It: Tales of an Underdog, Over-Age, Out-of-Place Semi-Pro Football Player” (Scribner, 2006), a “Friday Night Lights”-esque memoir of his unforgettable season as the placekicker for an inner-city Boston semi-pro football team.

He also moonlights as a fantasy sports expert, having had regular columns on both the New York Times.com’s “Fifth Down” NFL blog and NBC Sports’ Rotoworld.com, and has appeared in numerous media outlets including *ESPN*, NPR’s “Only a Game” with Bill Littlefield, *ESPN Classic* and *ESPN The Magazine*. This experience will serve St. Amant well as he oversees the development of an integrated Fantasy Football campaign with Almond Board of California and CBS Sports that goes live later this year.

“Hiring Mark is part of a continuing concerted effort to build our creative reputation and to make SRG into an internationally-recognized creative firm,” said Creative Director Wade Paschall. “We’re so excited to have him here and look forward to the fresh perspective he’ll bring to the group and to our clients.”

Paschall notes that Sterling-Rice Group continues to seek more top-notch talent to add to their creative team. Current openings include Digital Creative Director, Senior Art Director, and Copywriter positions.

Potential candidates are encouraged to visit the firm’s website to learn more about the positions currently available and to send their resumes, cover letters, links to work, and salary requirements to [jobs@srg.com](mailto:jobs@srg.com).

#### **ABOUT STERLING-RICE GROUP**

Headquartered in Boulder, Colo., Sterling-Rice Group is a global leader in integrated brand strategy, innovation, and communications. SRG was founded in 1984 and employs more than 125 professionals. SRG works with numerous leading consumer packaged goods companies, as well as representing many other notable product and service firms in foodservice, retail, consumer hard goods and durables,



hospitality, finance, healthcare, and technology. With a deep bench of culinary expertise, SRG has counseled and supported seven of the top 12 food manufacturers in the country. Sterling-Rice Group has been recognized as a “Best Place to Work” by Colorado Biz in 2009, a tribute to the internal culture of the company.

Visit [www.srg.com](http://www.srg.com) for more information.



**Mark St. Amant**

**Contact:** Hilary Martin  
303-907-4411  
[hmartin@talkshopagency.com](mailto:hmartin@talkshopagency.com)

OR

Lori Reifert  
303-303-6497  
[lreifert@srg.com](mailto:lreifert@srg.com)

####