



## **HEAT Selects John Bailey & Associates as Public Relations Agency of Record**

HEAT (Help Eliminate Auto Thefts) is now partnering with John Bailey & Associates Inc., Public Relations to provide comprehensive communications services to educate the public about the issue of automobile theft and promote the availability of resources to help eliminate auto theft in Michigan.

John Bailey & Associates is a respected, dedicated and responsive statewide agency with expertise in media relations, public awareness and brand management. They will act as our primary contact point for media and community group inquiries and will assist us in developing materials and communication strategies to reach law enforcement, the insurance industry and the citizens of Michigan.

We are excited about our partnership and looking forward to continuing to engage the public about the importance of preventing and reporting auto crime.

### **CONTACT INFORMATION:**

**John Bailey & Associates, Inc.**  
**775 W. Big Beaver, Suite 1100**  
**Troy, MI 48084**  
[www.baileypr.com](http://www.baileypr.com)

**Phone: 248.362.4200**  
**Fax: 248.362.3428**

**Primary Contact: Andrew Hetzel, Vice President**  
**248.362.4200, ext. 231**