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## BI-COASTAL PR AGENCY JS² COMMUNICATIONS ADDS FOUR NEW CLIENTS

**New York (January 27, 2010)** – [JS² Communications](#), the award-winning, bi-coastal public relations agency, announced today that it has signed four new clients – Silverlit Toys, Los Angeles-based Custom Hotel, clothing designer Malan Breton and author/speaker Daryl Wizelman - to be run out of the agency’s New York and Los Angeles offices.

“We are really excited to sign these four clients, as they are very different from one another and give us the opportunity to deploy our broad range of capabilities,” said Jill Sandin, president of JS² Communications. “While each poses its own business and communications objectives, we are confident that we can develop and execute plans that will lead all toward long-term success.”

Founded in 1977, [Silverlit Toys](#) is entering 2010 with a new commitment to marketing and brand building coupled with its core strategy of designing and manufacturing the most innovative and highest quality toys for kids of all ages. By combining the latest technology and breakthrough product design, Silverlit Toys has developed and marketed an extensive line of hi-tech toys for more than 30 years.

The [Custom Hotel](#) offers modestly priced boutique accommodations near LAX. The 12-story hotel, originally built by mid-century architect Welton Beckett, designer of the world-famous Capitol Records building, boasts 250 guest rooms and suites which were completely renovated in 2007. Recently acquired by Prism Hotels & Resorts, the hotel’s amenities include Hopscotch, a multi-level pool bar and grill featuring four private poolside cabanas; heated pool, stadium sundeck and outdoor fire pit; Bistrotek, a contemporary American bistro with a semi-private dining room and full bar; business center; two fitness rooms; complimentary wi-fi; a 900 square-foot conference room and four intimate meeting rooms for small group gatherings.

[Malan Breton](#), best known for his appearance on season three of the popular Bravo show “Project Runway”, is one of New York’s brightest fashion designers whose clothing is sold in major high-end stores and worn by celebrities from film, television, music and Broadway. A regular in New York’s Fashion Week, his Fall 2010 collection is inspired by Bollywood meets Fritz Lang’s *Metropolis*.

[Daryl Wizelman](#) is a leadership, corporate culture, emotional intelligence, life planning and work/life balance speaker and author who consults with companies, associations,

professional athletes, sports teams and individuals all over the world. During his 17 years as owner of a successful financial services company with more than 550 employees and \$60 million in annual revenue, Daryl developed the strategies that today make him a sought after speaker and consultant. His own personal journey is a roller-coaster of success, failure, joy and pain, all of which he shares in his own unique and dynamic style when he speaks.

### **About JS<sup>2</sup> Communications**

Founded by Jeff Smith and Jill Sandin in 2001, JS<sup>2</sup> Communications is an award-winning bi-coastal public relations agency dedicated to providing clients with strategic solutions, candid counsel and tangible results. Media relations is the firm's core competency thanks to a seasoned, diverse and nimble team that knows the media, understands the news cycle and doesn't stop pitching until the job gets done. JS<sup>2</sup> Communications has a deep appreciation for its employees and a commitment to fostering collaboration amongst them which yields excellent results for its clients. For more information on JS<sup>2</sup> Communications, its clients and its staff, visit [www.js2comm.com](http://www.js2comm.com).