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For Immediate Release

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**MMI Associates, Inc. Account Executive To Address University PR Society
*Nicole Bucalo To Speak To NCSU PRSSA***

RALEIGH, N.C. – Nicole Bucalo, Account Executive at MMI Associates, Inc., a Raleigh-based marketing and public relations firm, will speak to the North Carolina State University chapter of the Public Relations Student Society of America (PRSSA) at 6:30 p.m. on Thursday, Oct. 20 at Tompkins Hall on the NCSU campus. Bucalo will talk about preparations needed for college graduates to enter today's competitive job market and the skills necessary to be successful at a marketing and PR firm. The PRSSA, a part of the Public Relations Society of America, was founded to cultivate a favorable and mutually advantageous relationship between students and professional public relations practitioners.

"I am honored to speak to the North Carolina State University's PRSSA chapter," said Bucalo. "Entering the full-time work world can be a daunting experience for college students. I plan to offer some tips on how to prepare and be successful in their endeavors."

About Nicole Bucalo:

Nicole Bucalo is an Account Executive for MMI Associates, Inc., a Raleigh-based full-service marketing and public relations firm. Bucalo, a South Carolina native who resides in Raleigh, obtained her Bachelor of Arts Degree in Mass Communications from Lander University in Greenwood, South Carolina. She has a broad range of experience in media relations, marketing and event management.

About the Public Relations Student Society of America (PRSSA):

In 1968, 20 years after its own establishment, the Public Relations Society of America (PRSA) founded the Public Relations Student Society of America (PRSSA). The PRSSA's purpose is to cultivate a favorable and mutually advantageous relationship between students and professional public relations practitioners. Their mission is to enhance the knowledge of public relations and provide access to professional development opportunities and to serve the public relations profession by helping to develop highly qualified, well-prepared professionals. More information is available at <http://www.prssa.org>.

About MMI Associates, Inc.:

MMI Associates, Inc. is a full-service marketing and public relations firm offering a wide range of services to help clients achieve measurable results in brand awareness, name recognition, market penetration and crisis management. Established in 1994 in Phoenix, Arizona, this award-winning firm was named one of the top 10 public relations firms in the state by *Arizona Business Magazine* and *bizAZ Magazine*. In North Carolina, the *Triangle Business Journal's* Book of Lists for 2004 and 2005 recognized MMI as one of the top public relations firms in the Triangle. The firm has received numerous MarCom Creative Awards, the 2005 Videographer Award and the 2004 Communicator Award. For more information, please call 919-233-6600 or visit the website at <http://www.mmimarketing.com>.

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