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Memorial Sloan Kettering
Cancer Center

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and improving the lives of those who are touched by cancer. Pereira & O'Dell and Media Storm showed outstanding insight into our mission during the review process," says Avice Meehan, Senior Vice President and Chief Communications Officer. "We have every confidence that our new agency partners will help us deliver compelling communications that will benefit and educate individuals and their family members in responding to a cancer diagnosis."

Pereira & O'Dell New York will lead development of a new strategic and creative communications platform for Memorial Sloan Kettering. Work from the agency will launch later in 2014.

Pereira & O'Dell is well-known for its work for clients including Skype, Intel, and Airbnb that emotionally connects brands with audiences in a truly authentic way. Over the past year the agency's New York office has developed momentum working with clients including Fox Sports 1, New Era, Realtor.com, Reebok, and the *Los Angeles Times*. This is the agency's first big foray into healthcare.

"We could not be more enthusiastic to partner with one of the world's most forward-thinking and vital organizations", said Cory Berger, Managing Director at Pereira & O'Dell in New York. "This is an opportunity to not only communicate all of the extraordinary things happening at MSK, but to create work that changes the way people understand and talk about cancer."

Acting as Media Agency of Record Media Storm will lead development of innovative media campaigns for Memorial Sloan Kettering.

Media Storm is the second largest independent media company in the U.S. with clients that include Open Road Films, Mohegan Sun and PopSugar. The company has redefined media planning with a unique "non-paid before paid" approach, a process that not only allows brands to more successfully connect with audiences, but also significantly increases the reach of a brand's budget.

"Memorial Sloan Kettering is an iconic brand that truly makes a difference in people's lives everyday. It is going to be both an

honor and a welcomed responsibility to be their media partner,” Antony Young, President of Media Storm.

Joanne Davis of Joanne Davis Consulting, Inc., oversaw both reviews.

About Pereira & O’Dell

Pereira & O’Dell (www.pereiraodell.com) is an international award-winning advertising agency that combines techniques from traditional advertising, digital, PR and design to create innovative campaigns, programs, and products that are in sync with how consumers behave today. In January 2014, the agency was named Standout Agency of the Year by Advertising Age list based on the company’s business performance and impact on client business and was also featured in Creativity’s Top 10 Agency Innovators for its industry leadership and innovation. Among the Pereira & O’Dell client roster are Skype, Intel, Fiat, Fox Sports 1, New Era, BevMo!, Airbnb, Henkel North America, and Realtor.com.

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About Media Storm

Media Storm is the strategic media and marketing division of Water Cooler Group and works with some of the most well known digital, entertainment and retail brands. Since 2001, Media Storm has been challenging the media agency model by redefining “media” and the process by which it is activated for clients. With offices in New York City, Los Angeles and Norwalk, Connecticut, Media Storm uses its expertise in creating awareness and driving traffic to create experiences for its clients’ brands that become part of the cultural vernacular. By doing so, they extend, leverage and unlock their partners’ full potential and value. Clients include Open Road Films, Food Network, Mohegan Sun, CT Tourism, Shop Style and PopSugar. For more information, please visit www.mediastorm.biz.

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