

BAYSHORE

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Bayshore Names STIR its PR Agency of Record

GLENDALE, Wis. (April 28, 2022) – Bayshore announced today its engagement of [STIR Advertising & Integrated Messaging](#) as its public relations agency of record beginning May 1.

STIR's scope of work for Bayshore will include a wide range of public relations and social media support for its array of retailers, events, and unique residential living.

"STIR brings a wealth of retail, entertainment, and food and beverage PR experience to our team and we look forward to working with them as we continue to build the Bayshore brand and add exciting new retail and community experiences," said Brenda Vento, Bayshore's marketing manager.

The agency joins Bayshore's team as the shopping center and mixed-use complex reaches the final stages of a multimillion-dollar redevelopment with refreshed public spaces, new retail offerings and luxury apartments.

"We are delighted to support Bayshore's marketing team to help promote a shopping, dining and living experience that is unrivaled in our community," said Christel Henke, VP of Earned Media for STIR.

As of May 1, Bayshore media requests can be directed to either Steven Jotterand or Christel Henke.

STIR Advertising & Integrated Messaging will also support Bayshore's creative and website development.

About Bayshore

Bayshore is an open-air, mixed-use shopping center featuring a variety of retail shops, restaurants, offices, and multi-family residential units. Bayshore features more than 60 merchants, offices, and restaurants. The center boasts a dynamic atmosphere and unique shopping experience. With its vibrant year-round appeal and engaging 'live, work and play' community setting, Bayshore truly is the place to be. For retail leasing opportunities, please contact Mid-America's Dan Rosenfeld, Andrew Prater, Mike

Fitzgerald, or Matt Chappell at 414-273-4600. For office leasing, contact Noel Real Estate Advisors' Marnie Noel at 414-426-2273.

About STIR Advertising & Integrated Messaging

STIR Advertising & Integrated Messaging is a full-service advertising agency developing integrated marketing campaigns that create engagement with customers through creative messaging strategies, including advertising, public relations, social media, content marketing, web/digital marketing. To learn more about STIR, or to see some of the agency's work, visit www.stirstuff.com.