



Auxier Gas Teams Up with Justice & Young for Integrated Marketing Program

Cincinnati, OH, December 20, 2007 --(PR.com)-- Auxier Gas has chosen Justice & Young Marketing and Public Relations to develop and implement a fully-integrated marketing and public relations program designed to raise awareness and establish Auxier as Greater Cincinnati's leading home heating and propane provider.

Located in Batavia, OH Auxier Gas specializes in providing propane energy to homebuilders, residential and commercial customers for a variety of uses, including heating, cooking, clothes drying and gas fireplaces. Propane is a readily available natural resource and burns cleanly, making it an environmentally-friendly alternative.

The goal of the new campaign is to raise awareness of Auxier's Pre-Buy and Auto-Fill programs, educate the public about the benefits and versatility of propane and position Auxier Gas as the leading home heating and propane expert. The integrated plan will include public, community and media relations as well as key messaging, advertising, direct mail, internal communications, crisis management, Website and materials development.

“Propane is a very safe, clean, reliable and cost-efficient energy source that can be used for a wide variety of applications,” said Doug Auxier, president of Auxier Gas. “As we continue to service our existing customers and grow our business, we are confident that Justice & Young will utilize their insight and expertise to educate others on the unique advantages of propane.”

Originally founded as Auxier Electric Store in 1946 by brothers William “Bun” Auxier and Garland “Red” Auxier, the business expanded in 1948 when the brothers purchased a small bottle gas company and began to distribute 100, 60, and 20 pound propane bottles to residential customers. Currently located in Batavia, OH, Auxier Gas services more than 5,000 customers in 14 counties throughout the Tri-State area. To learn more, please visit www.auxiergas.com or call (513) 724-7700.

Justice & Young Marketing and Public Relations is a full-service integrated marketing communications firm headquartered in Cincinnati, Ohio. The firm combines public relations expertise with strategic marketing, advertising and website development to provide its clients compelling communications that drive core objectives. Founded in 1997, Justice & Young combines the power and experience of a creative communications company with business intelligence and performance management to create a client focused firm that is Just Right - the right people, the right size, and the right expertise. Clients include: Crème da la Crème, Cincinnati Bar Association, Full Service Networking, Kett Tool, Voltage, Color Resolutions International, Marsh, Inc. and others. To learn more, please visit www.jypublicrelations.com or call (513) 388-4700.

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