



# News Release

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For Immediate Release

**Forget Facebook: The Fairmount Group of Cleveland Heights Wins British Airways' Coveted Face-To-Face Business Opportunity Grant Including 10 Round Trip, Business-Class Tickets Anywhere BA Flies**  
*President Dawn Hanson Preparing for Whirlwind Tour to Drum Up Business*

**April 13, 2010 – Cleveland Heights, Ohio:** The Fairmount Group, a communications consulting firm in Cleveland Heights, recently was named one of 100 winners of British Airways' Business Opportunity Grants program, part of a campaign lauding the importance of face-to-face connections as a crucial component of international business growth. The grant includes airfare for 10 roundtrip Club World business class flights, five free global shipments with British Airways World Cargo, \$1,000 toward hotel accommodations at Courtyard by Marriott, five Regus Businessworld Gold Cards offering access to its business lounges worldwide, a Canon MX860 printer, and three face-to-face business introductions through ExeConnect.

In the company's winning essay portion of the grant application, Dawn Hanson, president and founder of The Fairmount Group, explained that while she is an avid user of the latest communications technology, she still believes in the benefits of doing business the old-fashioned way – by meeting in person. British Airways selected the winning companies for the grants primarily based on how a year's worth of business travel and face-to-face meetings would positively impact each business, its growth and its ability to meet objectives for 2010.

Hanson is preparing for her first trip, next week, to Helsinki, Finland, where she has five meetings with business prospects looking to improve their marketing and communications efforts. Hanson is no stranger to Europe, having spent a decade there as a corporate communications executive prior to her move to the Cleveland area in 2000 to work for Eaton Corporation.

"I'm thrilled and honored to receive this grant. Since establishing the firm in 2006, I have always had a goal to eventually expand the business abroad in order to capitalize on my international experience and global contacts. It looks like this is going to be my year! I am looking forward to taking full advantage of this opportunity and bringing business back to Cleveland," said Hanson.

Other winners across the country include Baroda Farms, Inc., an artichoke grower and shipper; Exeior Data Security and Encryption, a software company for healthcare organizations; IdeaPaint, Inc., a dry erase board paint manufacturer; and Tri-Star Technology Group LLC, a biotechnology company. For more information about the British Airways Face-to-Face initiative, visit [www.ba.com/facetoface](http://www.ba.com/facetoface).

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"Connecting people globally is our number one objective, and we've long known that the key to building a successful long-term business partnership is through face-to-face meetings," said Simon Talling-Smith, Executive Vice President, Americas, British Airways.

**About The Fairmount Group**

The Fairmount Group LLC is an independent consulting practice specializing in communications management. It provides businesses and nonprofit organizations with counsel, training and services to help build and strengthen positive relationships with their key stakeholders. Its team of seasoned professionals serves a diverse roster of clients – from local small businesses to national nonprofit organizations to international corporations. Its core practice areas include strategic planning for marketing and communications, market research, brand management, marketing communications, media relations, community relations and crisis communications. For its nonprofit clients, The Fairmount Group provides counsel and support in the areas of fundraising and development, member recruitment and volunteer management. For more information, visit [www.thefairmountgroup.com](http://www.thefairmountgroup.com) and follow the company on Facebook (The Fairmount Group).

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