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CLICK-N-SHOUT SIGNS J. SIMMS AGENCY

Click-n-Shout, a new collective-buying Web site based in Cleveland, has retained j. simms agency, a full-service public relations and marketing firm with offices in San Diego and Cleveland.

j. simms agency will implement a local public relations campaign for the Web site that will include a charity fundraising competition in each city where the Web site launches.

Click-n-Shout offers location-specific discounts for products and services. The site e-mails its customers one deal per day in the locations of their choice. A minimum number of people must sign up for the deal in order to make it active. Click-n-Shout uses the power of a group to make the prices drop at restaurants, bars, entertainment venues, spas and sports events.

The city chosen for the first Click-n-Shout launch is Cleveland. Other markets will be launched later in the year.

Founded in 1995, j. simms agency serves a host of clients in the automotive, hospitality, consumer products and real estate industries, as well as non-profit organizations. It provides complete integrated marketing services, covering all aspects of new and traditional media. More information can be reached by visiting

jsimmsagency.com or clicknshout.com.

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