



**Classic Communications**

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Classic Communications is a full-service public relations, marketing and event management agency based in Foxboro, Massachusetts. With clients in 14 states, Classic maintains a strong emphasis on promoting environmental organizations.

Since 1997, Classic has worked for the **Charles River Watershed Association (CRWA)**, the nation's oldest and largest watershed association, providing event management and public relations services for CRWA's *Run of the Charles* Canoe & Kayak Race, one of North America's largest canoe and kayak events. In this role, Classic has helped expand media coverage of watershed protection issues and has helped increase both participation in the *Run of the Charles* and membership in the organization.

Classic also represents the **Environmental League of Massachusetts (ELM)**, the independent, non-profit organization that has advocated for strong environmental laws, educated the public and voiced citizen concerns since it was established as the Massachusetts Forestry Association in 1898. For ELM, Classic coordinates and promotes Earth Night, Boston's largest annual environmental benefit and ELM's single biggest fundraiser.

Classic is also involved in the organization and promotion of **AltWheels**, a three-day alternative transportation Festival held in Brookline, Massachusetts. Additionally, Classic played a lead role with the **Coalition for Environmentally Responsible Conventions (CERC)**, a non-profit organization promoting environmental best practices for large conventions starting with the 2004 national political conventions in Boston and New York.

Classic has also done individual project work for **Save the Sound, Inc.** (Norwalk, Connecticut) the organization dedicated to the restoration, protection and appreciation of Long Island Sound; the **Athens Environmental Foundation (AEF)**, the non-profit organization tied to the 2004 Olympic Games in Greece that promotes global environmental awareness, education, responsibility and sustainability for whom Classic has coordinated and publicized AEF events in Boston, Las Vegas and Kentucky; the **Massachusetts Bays Estuary Association (MBEA)** for whose launch Classic provided assistance in May, 2004; and for the Rhode Island office of **The Nature Conservancy**, for whom Classic did work in several areas including its annual fundraising auction and the announcement of its largest land purchase ever, at Beane Point on Block Island, in 1994, an event attended by Interior Secretary Bruce Babbitt and Rhode Island Senator John Chafee.

Other Classic clients include the National Disability Sports Alliance, a community-based organization member of the U. S. Olympic Committee and a member of the International Paralympic Committee; the Northeast Region of the Jewish Theological Seminary of America; and dozens of equestrian events and organizations including the United States Equestrian Team. In 2003, Classic president Marty Bauman, who has served as the United States Olympic Committee's equestrian press officer at three Olympic Games, published his first book, a history of America's premier equestrian competition, the Rolex Kentucky Three Day Event.

Over the years, Classic Communications has also represented a variety of other interests including running an anti-theft campaign for the Rhode Island Cable Television Operators Association and the national launch of a syndicated television series starring Lyle Alzado. Classic also handled press operations for the 1983 campaign of Boston mayoral candidate Lawrence S. DiCara.