



## MEDIA AND MARKETING NEWS

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### **GARNISH MEDIA OPENS ITS DOORS AS A NEW CONTENT CREATION AND MARKETING AGENCY THAT CONNECTS BRANDS WITH AMERICA'S INFLUENTIAL CROSS-CULTURAL CONSUMERS, THE NEW MAINSTREAM**

NEW YORK, NY. Media entrepreneur Elizabeth Gardner Potter has launched Garnish Media, a content creation and marketing agency that connects brands with America's multicultural New Mainstream. Garnish Media is a collective of diverse creatives, communication strategists and award-winning filmmakers, who develop artistically fresh, high quality branded content and campaigns that are both culturally and strategically authentic.

"Garnish Media is the organic culmination of many years of experience and expertise we all bring to the marketing and storytelling spaces," says Potter. "Our collective includes top-level talent, whose diversity reflects the diversity of the American population and enables us to offer brands customized solutions that engage an evolving, savvy consumer landscape."

Garnish just recently launched and already counts seven clients for which the company is creating a wide range of assets and campaigns ranging from cross-platform branded video content, integrated marketing and social media strategy to brand and image development, web site and graphic design, and English and Spanish-language public relations. For more information: [www.garnishmedia.com](http://www.garnishmedia.com).

Elizabeth Gardner Potter is a twenty-year entertainment entrepreneur, who served as Co-Owner and Co-Executive Director of the New York International Latino Film Festival (NYILFF) for 12 years. She recently produced the award-winning independent feature film, ELLIOT LOVES (dir. Terracino), which sold to TLA Releasing and to HBO® for exclusive cable and streaming rights and recently debuted on Hulu, and has also provided marketing services for such clients as Miramax Films and ESPN. Prior, she served as Vice President of Marketing and Creative Strategy for the now shuttered independent film studio Shooting Gallery (SLING BLADE, YOU CAN COUNT ON ME).

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