MAY 2015

08

**Fall**

****NEWS! **Setting the Town on Fire!**

**New Company has a *sure fire* way to Spark**

**‘New Image’ for Cleveland, Ohio**

**We believe in Cleveland a city that doesn’t fold in the face of adversity**, a city that took the hit when mocked with the old stigma “The Mistake on the Lake” a negative perception that is dated, inaccurate and just plain ignorant.

This old reputation came from a fire that took place just off the banks of the Cuyahoga River, in ’69 - since then, the city has been plagued with stories told by people around the world, about the “city with the burning river.

**We believe in our beloved Cleveland, who stood tall in the line of fire.** This is our hometown. We’re from Cleveland, a bit rough and a lot unrefined. We’re not mad, we get it…”the burning river” we can laugh at ourselves but anger is like fire. After decades, it burns it all clean.

We believe in Clevelandwith the **Sky above, Lake Below, and the Fire Within!**

**We believe “Cleveland’s on Fire”!**

**We believe in challenging the global perception of our great city by showing the nation that Cleveland is a fierce world market competitor.** Yes, it’s Cleveland who has been selected to host the 2016 Republican National Convention. Cleveland who just hosted the 2014 Global Gay Games. It’s Cleveland who is on countless lists and trade journals of many popular travel and entertainment publications as the destination city a “must-see” in 2015. Plus, this is the greatest city for award winning restaurants and chefs! Not to mention it took an entire city or two to raise LeBron James, make him a star, give him up to the world only to have him return to where? To our hometown CLEVELAND!

We’re shameless, fearless, loud, colorful, gutsy, heroic, and unapologetic realists.

We believe “Cleveland’s on Fire” …but it ain’t the river!

“CLEveland’s on Fire” is a multi-faceted marketing development company. We are industry leaders that know how to move brands. We create customized solutions by taking a customer centric approach to the local Cleveland & global market place.

CLEveland's on Fire is proficient at initiating a business marketing-mosaic of proven strategy. *Continued on next page . . .*

**Page -2**

**Who stands for Cleveland greater than true Clevelanders.**

Global marketers & radio personalities, Mike Yunis and Chris Krause co-owners of **CLEveland’s on Fire**™ Marketing and Communications, LLC, VR2 Vintage Rock Radio show and global streaming radio station ([www.vr2show.com](http://www.vr2show.com)) They’re turning up the heat. Both have always carried a burning torch for Cleveland, Ohio. “We are North Coast natives. Born in Cleveland, educated in Cleveland and we take Pride in Cleveland.”

We’ve raised our family and earned our living here. We’ve invested our lives in Cleveland, Ohio.

As Clevelanders, passion is part of our DNA. We know and live the product.

In most communities it is illegal to cry 'fire' in a crowded assembly but in Cleveland, we make our own rules. We do it our way. We come as we are and we bring it to the table. We’re Cleveland. We’ve earned our stripes and we walk the walk.

Everything we do serves our community. We’re bigger than Rock-n-Roll. This is a city that’s sporting a new ‘tude & singing a new song.

**We’re Cleveland’s on Fire…but it ain’t the river**

We ‘re a city that rolls up our collective sleeves and we aren’t afraid of getting dirty in the trenches. This is our city and we’ve got your back. These are the sparks that have set on fire the hearts of all of Northeast Ohio.

“I think we finally figured it out, success isn't a result of spontaneous combustion. You must set yourself on fire. For Cleveland that’s easy…we simply ignited those old burning embers…but it ain’t the river!” replied Mike & Chris.

“We’re excited about our company and our city. The response has been unprecedented. Cleveland has created a fire that can be seen across the globe. We are on a mission to acknowledge and applaud every company, person, place or thing that has made Cleveland a tremendous success. We are building a fire, adding fuel and lighting a match that will send smoke signals from Cleveland to the Universe letting the world know Cleveland’s on Fire!” and we’re a force to be reckoned with.

Contact Mike and Chris to learn how you can ignite your business!

***CLEveland’s on fire****™ owners, Mike and Chris also own and operate* ***VR2 Vintage Rock Radio****, (www.vr2show.com) a nationally syndicated radio show and streaming radio station that streams from CLEVELAND TO THE UNIVERSE . . . 24/7-365! VR2 with 6 year of success has listeners all over the world, 92+ countries. The VR2 Show is syndicated on stations around the US from coast to coast, including a station affiliate in Hawaii. The VR2 Show and stream plays recycled vinyl from The Greatest Years in Radio, 1965-1985. Besides the best music ever recorded, Mike and Chris have brought back “personality radio” which promotes and supports a greener more peaceful world with special segments and features like “VR2 Global Peace Requests and Dedications”. This segment salutes the late, great Casey Kasem offers listeners chances to share songs and wishes to friends and loved ones across the universe with listeners in over 92 countries.*

*Heaven and Earth, fire and water, ying and yang, radio and vinyl . . . Mike and Chris.* ***An invasion of armies can be stopped, but not an idea or a city whose time has come!***

**Contact: Mike Yunis/Chris Krause at 216-409-2520 or clevelandsonfire@gmail.com**