

# Cherry Street Agency

PR & BUSINESS COMMUNICATIONS FOR WISCONSIN COMPANIES AND ASSOCIATIONS  
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## Trade, Consumer & Lifestyle Journalism



*from Mary Erpenbach*

Write, write, write! My credits include features on hospitals, hockey parents, Wisconsin association executives, Madison schools and suburbs, home offices, the Barneveld tornado, business leaders, UW-Madison genetic research, bullet-proof vests, hotel upgrades, wilderness therapy and (much) more. I love writing about my home state and really enjoy researching such a wide range of topics. Thanks to stints editing city mags and trade pubs, I know how to aim a pitch at an editor's sweet spot and follow through with drop-on-the-page copy that makes everyone happy. Click the links below for samples.



Profile: *George Gialamas*



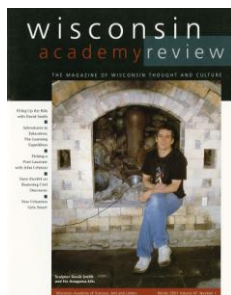
Business: *The Messengers*



Lifestyle: *To-Do List Fun*



Trade: *Healthful Cleaning*



Memoir: *Wilderness Kids*



Report: *Immigration News*



Feature: *Police on Camera*



Feature: *Worst Tornado*

Mary Erpenbach has penned dozens of terrific articles for us; she's one of the few people I trust to edit my own work. Her writing is tight, elegant and accessible. I barely touch it.

~ *Madison Magazine Editor Brennan Nardi*