



FOR IMMEDIATE RELEASE

July 1, 2018

Contact: Larry Kacyon
LKacyon@L-Aadvertising.com

KACYON.com Expands Regional Presence by Opening Office in Scranton / Wilkes-Barre Market

Lehigh Valley & Scranton / Wilkes-Barre, Pa. – Serving from Lehigh Valley Pa. since 1954, KACYON.com group of creative services, comprising of L•A Advertising, L•A Interactive, L•A VideoProduction, and L•A Publishing (coming soon) opens an office in the Scranton / Wilkes-Barre market, settling along Route 6 – “One of America's most scenic drives,” according to National Geographic – a few minutes from Clarks Summit at the northern most extension of the PA Turnpike.

“The move to the endless mountains of Northeastern Pennsylvania was a strategic business decision, supportive of a long-term vision ... to be announced later this year,” says Larry Kacyon, President & CEO.

Continuing a long tradition of embracing new forms of media such as television and radio in the 1950's, Lieberman•Appalucci (former L•A name) worked closely with Apple and IBM in the late 1980's as one of the first advertising agencies in the country to employ desktop publishing, produce digital video and market on the World Wide Web. That tradition continues today under KACYON.com, as we embrace all forms of traditional (print) and digital (online) media.

Marketing 65+ years! L-A serves clients locally, regionally and internationally, and will continue to maintain a strong presence in the Lehigh Valley.

#####