



# Success Story: MSSA Drives Strong Media Results for Earthcore's Cheyenne Groundbreaking



*A DEDICATED MARKETING TEAM WITH MORE THAN 30 YEARS OF EXPERIENCE*

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When Earthcore Industries, manufacturer of Isokern fireplaces and chimney systems, prepared to break ground on its new 30,000-square-foot distribution center in Cheyenne, Wyoming, Mindful Solutions St. Augustine (MSSA) was engaged to lead all media relations and public outreach for the event.

## Strategic Planning and Outreach

MSSA began with comprehensive research of local and regional media outlets, identifying key reporters, business publications, and community organizations relevant to Earthcore's story. The team developed customized media pitches emphasizing the project's economic significance, job creation potential, and the company's continued investment in the region. MSSA then executed a coordinated outreach effort combining localized engagement with national press distribution to ensure broad coverage before, during, and after the groundbreaking.

## Results and Media Coverage

Through proactive outreach and media coordination, MSSA successfully generated strong visibility and participation. Pre-event coverage helped build anticipation, while on-site reporting by the Wyoming Tribune Eagle and the Wyoming Chamber of Commerce captured the groundbreaking's highlights. MSSA also secured post-event coverage from outlets unable to attend in person.

Coverage highlights included:

- Wyoming Tribune Eagle: "Earthcore breaks ground on new 30,000-square-foot distribution center in Cheyenne"
- KGAB News: "Fireplace Maker Earthcore Breaks Ground on Cheyenne Facility"
- REBusinessOnline: "Earthcore Industries to Build 30,000 SF Distribution Center in Cheyenne, Wyoming"
- The Galveston Daily News: "Earthcore Industries Announces New Distribution Center in Cheyenne, Wyoming"

Additionally, MSSA extended outreach to Wyoming business journals and the Southeast Wyoming Builders Association, whose leadership attended the event.

## Client Feedback

Following the event, Earthcore shared their enthusiasm about the outcome, noting the strong media presence, the multiple interview opportunities coordinated by MSSA, and the steady stream of online coverage that continued circulating in the days that followed. The Earthcore team expressed appreciation for MSSA's quick turnaround and comprehensive support, acknowledging that "Google alerts kept blowing up" with new mentions and ongoing buzz.

## Post-Event Reporting and Analysis

MSSA delivered a detailed post-event media recap summarizing all secured coverage, audience reach, and engagement metrics. The report demonstrated how a strategic, well-executed PR plan translated into tangible visibility and positive brand momentum for Earthcore's expansion.

## Outcome

MSSA's strategic media relations and nimble execution helped make Earthcore's groundbreaking a success—earning widespread attention across regional and industry media, fostering community engagement, and amplifying the company's reputation as a growing force in the building materials sector.



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