



THE ART OF PUBLIC RELATIONS

**FOR IMMEDIATE RELEASE**

Langston Mizrachi & Co.  
Phone: 954-587-0950

**MEDIA CONTACT:**

Angel Langston Balikos  
[Angel@LangstonMizrachi.com](mailto:Angel@LangstonMizrachi.com)

Yaffa Mizrachi  
[Yaffa@LangstonMizrachi.com](mailto:Yaffa@LangstonMizrachi.com)

**PUBLIC RELATIONS DUO ANGEL LANGSTON BALIKOS AND YAFFA MIZRACHI ANNOUNCE**

**THE LAUNCH OF LANGSTON MIZRACHI & CO.**

PLANTATION, FL (January 25, 2008)-- Public relations industry professionals Angel Langston Balikos and Yaffa Mizrachi have announced the launch of Langston Mizrachi & Co., a boutique public relations firm based in Plantation, Florida. The firm offers clients a broad range of public relations services including media relations, community relations, special events and promotions and, crisis communications.

"We are extremely excited to introduce Langston Mizrachi & Co. and are looking forward to continuing to develop and deliver the type of award-winning, strategic public relations campaigns Yaffa and I are known for, while also providing clients the unparalleled service and attention we pride ourselves on," said agency Principal Langston Balikos.

"Angel and I understand and appreciate that clients are putting their image in our hands and we take that responsibility very seriously," said partner and Principal Mizrachi. "The invaluable relationships we have built with key local, regional and national media, our industry ties, and years of experience servicing the South Florida business community are resources we bring to the table, ensuring meaningful results to meet each client's public relations goals," added Mizrachi.

Principals of Langston Mizrachi & Co. have combined experience of almost 20 years in the public relations, marketing ,non-profit and publishing fields and have serviced clients in several industries including real estate, retail, hospitality, architecture and design, health and beauty, and professional services.

Most recently, Langston Balikos and Mizrachi served as the president and vice president of The Apple Organization, respectively, and had been working with CEO Phyllis Apple on a succession plan. "During our years of working together at Apple, Yaffa and I discovered we shared the same passion for our profession, strong work ethic, and overall business principles and values, so when negotiations with Apple ultimately proved unsuccessful, it was only natural for us to join forces and form our own company," said Langston Balikos.

During their tenure at The Apple Organization, Langston Balikos and Mizrachi were in charge of new business development, agency operations, overall account supervision, and strategy and implementation of public relations campaigns including; the integration of marketing, media and community relations activities. Some examples of client experience while at the firm include:

The law firm of Bilzin Sumberg Baena Price & Axelrod, 321 North (the redevelopment of the Plantation Fashion Mall), Boca Developers, The Related Group, InterContinental Resort & Residences Orlando at Palazzo del Lago, Alterra Capital Group, Cabi Developers, NR Investments, Inc., and Riemer Insurance Group.

For more information call 954-587-0950, email [info@LangstonMizrachi.com](mailto:info@LangstonMizrachi.com) or visit [www.LangstonMizrachi.com](http://www.LangstonMizrachi.com).

###