



**ZEPPOS & ASSOCIATES**  
INCORPORATED

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**COOK JOINS ZEPPOS & ASSOCIATES AS ACCOUNT EXECUTIVE**

MILWAUKEE – Zeppos & Associates, Incorporated today announced that Lauren Cook has joined the team as an account executive. Cook will be responsible for strategic planning, writing, media and community relations, special event planning and more.

"Lauren brings nearly a decade of news experience to our team, and that's a real asset for our clients," said Evan Zeppos, president of the firm. "We're excited to welcome her as part of our team."

Prior to joining the firm, Cook was a TV anchor and reporter at stations in Minnesota, Vermont, Illinois and Wisconsin. Most recently, she served as a reporter at the FOX affiliate in Green Bay, Wis. She won an Associated Press Award for an online predator series and was part of a team that won an Edward R. Murrow Award for a breaking news story. She also has been recognized for her reporting on domestic violence issues.

A graduate of Indiana University, Cook earned a Bachelor of Arts degree in Mass Communications and Military History. She is a member of the Society of Professional Journalists, the Southeastern Wisconsin chapter of the Public Relations Society of America, and the Association for Women in Communications. Cook, a native of Niles, Mich., currently resides in Milwaukee.

Zeppos & Associates, Incorporated is one of the top 125 independent public relations firms in the nation and provides public relations and government affairs services to a diverse group of local, national and international clients. For more information regarding Zeppos & Associates and its team, please visit [www.zeppos.com](http://www.zeppos.com).

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