

Business

Weinrib & Connor team up with New York Yankees

The New York Yankees hired White Plains-based Weinrib & Connor to help create, plan, and execute both the marketing and the event for the dedication of the new stadium. The agency has provided site design, branding, and print collateral, and has created commemorative merchandise in addition to production of the day's agenda and direct-response management.

The agency had produced radio and outdoor advertising for the Yankees for three years as partner in the agency's "We're Talking The Bronx Campaign."



Mary J. Connor, Weinrib & Connor