

**UGallery Names Crenshaw Communications as PR Agency**

**New York, NY (June 3, 2013)** – [Crenshaw Communications](http://www.crenshawcomm.com) has been named PR agency of record for [UGallery](http://www.ugallery.com/), a curated online art gallery representing emerging and established artists from across the country. Crenshaw’s mission is to provide the innovative art start-up with media relations services, including traditional and digital as well as executive visibility.

UGallery was established when Founders Stephen Tanenbaum, Alex Farkas, and Greg Rosborough came together in 2006 to democratize the entire art buying process by connecting artists directly with collectors via a curated online marketplace. Approaching its seven year anniversary, UGallery now boasts over 5,000 pieces of original artwork from more than 500 artists, including acrylic paintings, oil paintings, photography, sculpture, prints, and more.

“Initially, we were drawn to Crenshaw Communications because of their impressive work and reputation,” said Stephen Tanenbaum, president and co-founder of UGallery. “After meeting the team – as charismatic as they are creative – we knew they were the right partner to help us gain visibility, and consequently, further our mission to create chemistry between people and art.”

With the tag line “Creative Public Relations for a Digital World,” Crenshaw Communications is a New York PR agency with specialist expertise in traditional and digital public relations. Whether the goal is to launch a new product, drive web traffic, or create a leadership brand position, Crenshaw extends PR tools and tactics beyond the limits of the traditional to create both earned coverage and word-of-mouth in order to build brands.

**About UGallery**

UGallery is a curated online art gallery that sells original, one-of-a-kind artworks. Founders Stephen Tanenbaum, Alex Farkas, and Greg Rosborough came together in 2006 to create a revolutionary approach to online art sales that democratizes the entire art buying process. Clients can browse the collection by price, medium, style, size, color, or artist and give any piece a weeklong test run in their home risk-free. More information about UGallery can be found at www.UGallery.com, or by visiting UGallery on Facebook (www.facebook.com/ugallery), Twitter (www.twitter.com/ugallery) or Pinterest ([www.pinterest.com/ugallery](http://www.pinterest.com/ugallery)).

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