



N E W S R E L E A S E

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FOR IMMEDIATE RELEASE

Tier III Strategic Communications, LLC Launches with “Do Good” Business Model

Lanham, MD – Tier III Strategic Communications, LLC (TIIISC) launched on Tuesday, October 18, 2016 with D.C. native Shevaun J.L. McGlone at the helm and a “Do Good” business model guiding the firm.

TIIISC provides public relations, content development, and strategic engagement to public and private companies from its local office in the Greater Washington-Metropolitan Area; providing communication solutions from corporate culture and internal communications to launching new products and services to stakeholders and consumers.

Using a socially-conscious business model, TIIISC donates to others. For every contract the firm wins, for every new client it takes on, the firm will donate similar services or a portion of its earnings to a non-profit or small business.

“It’s important to invest in others with more than just money,” said McGlone. “Does money help? Yes. But, what helps the most is having the support and backing of someone who believes in your vision and is willing to invest in it with you. TIIISC is looking forward to that aspect of our business as much as we are looking forward to providing communication services to clients in the Greater Washington-Metropolitan Area”.

McGlone has practiced journalism, public affairs, and public relations for more than a decade. In that time, she supported federal government, non-profit, and commercial clients ranging from the U.S. Army and U.S. Department of Homeland Security to BG&E. Her firm’s launch is the fulfillment of an ambition she’s harbored for the length of her career.

- M O R E -



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“Tier III brings all I have to offer to bear for my clients – past, present, and future,” said McGlone. “I’ve spent the better part of 13 years working to fulfill the dreams of other companies and their clients. Now, I get to work directly for business owners as invested in their company as I am in mine. Beyond that, I have the opportunity to sow into other businesses and organizations that I believe in with the full backing of my firm and my partners.”

McGlone was born and raised in Washington, D.C. where she attended D.C. public schools. She graduated with honors from North Carolina Agricultural & Technical State University with a B.S. in Journalism and Mass Communication. She later attended Purdue University where she graduated with honors and earned an M.S. in Strategic Communications and a graduate certificate in Strategic Communication Management from Purdue University’s Brian Lamb School of Communication.

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