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IT ALL STARTED WITH BIG BIRD

FELDSCHER HORWITZ PUBLIC RELATIONS MARKS 35TH ANNIVERSARY YEAR

Marlton, NJ (January 23, 2019) – 35 years have flown by as Feldscher Horwitz Public Relations (FHPR) celebrates its 35th Anniversary in business. Originating as Sharla Feldscher Public Relations (SFPR) in 1984, FHPR has made a major impact in the Greater Philadelphia area by working with a long list of distinguished clients including that larger-than-life yellow-feathered Big Bird, the walk-around character that resides at the theme park, Sesame Place. Sharla expanded “her wings” when her daughter, Hope Horwitz joined the firm in 2013. She’s an ideal fit since she had “on-the-job training” as Sharla’s willing assistant throughout her childhood and teen years and later served as a special events specialist for 15 years. In 2015, Hope became a partner and the company name changed to FHPR.

Sharla unexpectedly launched her business in January 1984, when the marketing team at Sesame Place, the nation’s only theme park based on *Sesame Street*, asked her to be their PR consultant. At the time she was serving as the first Public Relations Director of Please Touch Museum, but it was her dream to write for *Sesame Street*, and, while that didn’t happen, to her Sesame Place was the next best thing. They were the perfect match. In those years, Sharla wrote The KIDFUN Page in the Philadelphia Daily News and was the author of several KIDFUN books on creative ideas to do with young children, including two published by HarperCollins and translated in foreign languages. The public relations work she developed for Sesame Place brought great recognition to the park, and, in addition, created opportunities for her two daughters, Hope and Amy, to work by her side. She never expected Hope would one day become her business partner.

Sharla said, “Hope and Amy loved to work at events at the park. Whether it was opening day or assisting with press during the Parade or other special programs, they took to it all naturally and were a great help. I had no idea special events would be so important to Hope as she began her career – and even public relations. She’s got a creative spark and enthusiasm about her work that our clients truly value.” Hope added, “I loved going to my mom’s events. She would give me a clipboard and a walkie talkie, and

Photo by Casual Candid Photography:
Sharla Feldscher (left), Hope Horwitz



I felt so important, you know, 'official'. I even interned for her during college. I guess you could say I followed in my mom's footsteps and that's been just great for me!"

Sharla and Hope love what they do. Over the years, the clients of the firm have been practically a list of "Who's Who" of the Philadelphia region. Their current clients include Bucks County Playhouse, Philadelphia Youth Orchestra, String Theory Charter Schools, Women's Animal Center, the national account Spring Hills Senior Communities, the Subaru Cherry Blossom Festival hosted by the Japan America Society of Greater Philadelphia and many more. Former clients have ranged from the Franklin Institute, The Phillies, The Free Library of Philadelphia, the Merriam Theater, the Mann Center, Penn's Landing, The Philly POPS, the Moshulu and the law firm Manko, Gold, Katcher & Fox, LLP, just to name a few. Always passionate about music, Sharla also manages and publicizes the music careers of Paul Jost and the band TJP.

Highlights of their work include a feature story on seniors being announced from Rio during the Olympic Games. Hope helped create an Opening Games ceremony with Spring Hills Assisted Living in Cherry Hill, NJ, pitched the press and Sydney Long of NBC 10 covered it. What a surprise to see the story being described from a reporter in Rio! Another highlight was Senator/Astronaut John Glenn waking up to Grammy Award winning pianist Peter Nero's music in space on his final mission, an idea of Sharla's that had her in close contact with NASA for several months. Community outreach is a hallmark of the firm, and they have created many campaigns and award programs that support the community and raise the profile of their clients. One example is the Ovation Award entering its 7th year for Philadelphia Youth Orchestra when they recognize a "music teacher who changed my life". WRTI 90.1 is one of their partners and the nomination process is broadcast repeatedly on the station. And, then the Environmental Community Service Award for the environmental law firm Manko, Gold, Katcher & Fox, LLP going into its 14th year with partner Wawa and, now, 6abc TV. These are just a few samples. Currently they are working on the 150th Anniversary of Women's Animal Center, America's First Animal Shelter, with NBC 10 as a partner, and they are coordinating publicity for the seventh year of the Subaru Cherry Blossom Festival produced by the Japan America Society of Greater Philadelphia.

Both Sharla and Hope are involved in community efforts and have been recognized with several awards for their work. Feldscher is honored to be an inductee in the Philadelphia Public Relations Association's Hall of Fame; she received the "Women of Distinction Award" from the Phila. Business Journal, the Sara Award from Women in Communications and in the fall, 2018, the Sally Berlin PAL Spotlight Award. Horwitz was recognized two years ago as Emerging Leader by Burlington County Chamber of Commerce and was also awarded a 2015 Reader's Choice Award from SNJ Business People newspaper.

Looking back at 35 years, Feldscher realizes how much has changed in the field. She said, "I remember the days of stuffing envelopes and creating paper press kits. Or, when we got our first fax machine, which we no longer have. Of course, a typewriter was the mechanism for writing and the Internet and social media wasn't even a thought!" Personally, Sharla started the business when Hope was only 10 years old. Today, Hope and her husband Joe, have two daughters, Sari, 8, and Jaclyn, 5. Sharla's daughter, Amy and her husband Scott have one daughter, Ryan, 11. This beaming grandmother is still dedicated to the business, spends more time traveling with her husband and family but adds ... "I'm never retiring! Why would I? I love what I do!" For more information, visit www.fhpublicrelations.com.