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Knoodle has also acquired Kluger Media Group. That firm's principal, Barry Kluger, will serve as managing director at knoodle alongside CEO Rosaria Cain.

Tempe-based Zion announced this week it has won a national ad account for Childhelp. The national charity is based in Phoenix and focuses on helping abused and at-risk children.

"We were impressed with Zion & Zion's level of integration across PR, social, and web as well as their national client roster and associated successes," said Michael Medoro, chief development officer at Childhelp.

Zion's other notable clients include DMB Associates, AV Homes, The Farm at South Mountain, Fascinations and Barro's Pizza.

"We believe our commitment to innovation, integration and true business thinking remain key factors in bringing clients of this caliber and scope to our door," said firm CEO Aric Zion.

Knoodle has also picked up some new clients as 2014 begins. Those include Ashley Furniture, Presidential Pools and KFNN-AM 1510 MoneyRadio.

Kluger started his media firm in New York in 1998 before moving to the Valley. He previously held executive posts with MTV Networks and USA Network.

"We are excited to have an executive of Barry's background be the one to spearhead our growth in the public relations and communications sectors," Cain said.

Glenn Swain has been serving as knoodle's public relations director. He will remain a consultant to the Phoenix agency.



Barry Kluger

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