



City of Chicago



R2021-1025

Office of the City Clerk

Document Tracking Sheet

Meeting Date: 9/20/2021
Sponsor(s): Villegas (36)
Type: Resolution
Title: Congratulations extended to Morreale Communications on 15th anniversary
Committee(s) Assignment:

**RESOLUTION HONORING
MORREALE COMMUNICATIONS FOR THEIR 15 YEAR ANNIVERSARY**

WHEREAS, Kim Morreale McAuliffe founded Morreale Communications in 2006, blending her unique background in journalism and government to develop strategic communications for c-suite executives, organizations and opinion leaders; She began her career as a news reporter and anchor; Ms. Morreale later served as the spokesperson for the Illinois Department of Transportation; Ms. Morreale is a distinguished recipient of the German Marshall Fellowship Award where she was one of 14 emerging leaders selected to represent the United States to build alliances and improve relations between the U.S. and European Union; Ms. Morreale started her company to help clients navigate the powerful intersection of business, media, policy and people; and

WHEREAS, Morreale Communications has built a reputation as a leading mid-size certified woman-owned public relations firm; at a time when businesses and leaders are working to foster greater inclusion and diversity, Morreale Communications serves as a model, as they employ over 25 people with an all-female and minority leadership team and 90-percent female and minority workforce; and

WHEREAS, One of Morreale's key differentiators is their ability to activate the power, perspective, relationships and experiences of their diverse team; some of Morreale Communications' major milestones include, supporting strategies that resulted in bringing the largest mixed martial arts organization, UFC, to Illinois, a new full-interchange in the Village of Huntly, increased funding for people with disabilities, and the launch of Illinois' medical cannabis industry; throughout its' 15-years, Morreale Communications has led communications campaigns on major transportation projects to engage and inform diverse communities in the process; beginning in 2020, Morreale began spearheading COVID-19 response communications during a world pandemic; and

WHEREAS, Today, Morreale Communications, is known as a top team in the areas of transportation, healthcare, and other highly regulated industries; Morreale's core capabilities include strategic message development, stakeholder engagement, branding and creative strategy, digital and social communications, diversity and inclusion, policy strategy, and media relations; headquartered in Chicago, Morreale is positioned to grow with corporate clients and to expand geographically; and

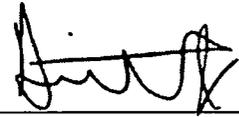
WHEREAS, Kim Morreale McAuliffe's commitment to inclusion and elevating diverse voices has helped others achieve success and has contributed to a rewarding and inclusive work culture; core values for Morreale Communications include Accountability, Diversity, Excellence, Integrity and Collaboration; and

WHEREAS, Kim Morreale McAuliffe lives in Chicago with her husband of 14-years, Michael McAuliffe, their children, Conor and Bianca; and

WHEREAS, Kim Morreale McAuliffe's leadership continues to guide Morreale Communications to empower clients by activating their voices and delivering integrated communications solutions that connect, engage and educate audiences to transform outcomes; and

BE IT RESOLVED, That the City Council of the City of Chicago congratulates Kim Morreale McAuliffe and employees of Morreale Communications on the celebration of their 15th anniversary and the bright future ahead; and

BE IT FURTHER RESOLVED, That a suitable copy of this resolution be presented to Kim Morreale McAuliffe as an expression of our esteem and respect.



Gilbert Villegas
Alderman of the 36th Ward