**Headline That Names Proximity and States a Key Finding***Short (1-2 sentences) summary of the information contained in the news release*

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**Towson, MD,** June 19, 2016/PRNewswire **--** Proximity, a social media strategy group at Towson University, announced today results from focus groups conducted with over three hundred college students regarding their use of social media.  *Your next sentence here should reflect the main headline of your news release, and the rest of this paragraph should explain the significance of the headline.*

"*First sentence of quote here,*" said Paul Miers, Proximity's Director of Research.  "S*econd sentence of quote here.*"

**Social Media Trend Topic Heading**

*Continue here with text that develops a topic regarding a social media trend related to the summary paragraph. You should cite additional focus group results and reference information from other sources including charts or tables. Include a hotlink to all outside sources you use. Also you can add quotes from focus group participants, Proximity's Director or other sources*

**Business Implication Topic Heading**

*Continue here with text that develops a topic regarding the business implication the focus group results. You can cite additional focus group results and/or reference information from other sources including charts or tables. Include a hotlink to all outside sources you use. Also you can add more quotes from Proximity's Director or other sources*

**About Proximity**

Proximity is a social media strategy group at Towson University. Its analysts know how to connect with millennials using campaigns designed for the new media landscape. Proximity has immediate access to a large student population and the expertise of faculty who specialize in marketing and media research.

Proximity offers its clients a full range of services for developing and executing customized

campaigns that can reach any segment of the millennial population. It regularly conducts on line surveys and focus group sessions to keep marketers up to date on the social trends and emerging technologies that

determine how this cohort communicates and what it purchases.

Visit Proximity’s blog at <http://proximityblog.blogspot.com/> to read more about our take on the

social media revolution

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