

FOR RELEASE

UFO Research Agency Taps National PR, Branding Firm for National Outreach

MUFON Hires Ohio Based The Eisen Agency for Communications Campaign

Los Angeles, CA – September 7, 2016 – The Mutual UFO Network (MUFON) is going mainstream and has hired leading public relations and branding firm The Eisen Agency to direct their new marketing communications and branding initiative. The Eisen Agency, which serves clients across the country from their offices in Greater Cleveland and Greater Cincinnati, Ohio, points to the overwhelming interest among an international public in UFOs and the belief in extraterrestrials as to why MUFON has chosen to better clarify and amplify its research message.

MUFON executive director Jan Harzan explains that the mission of MUFON is to research the hundreds of reports the worldwide organization receives monthly and to, through the scientific method, rigorously research, investigate and report the findings. And, while the organization has been prominently featured in dozens of major network and cable shows, Harzan says, “this is the real X Files.”

“Our organization isn’t some underground conspiracy theory group meeting in secret, we are a team of trained and certified investigators, researchers and enthusiasts who share a healthy curiosity and skepticism of the UFO phenomenon,” Harzan shared. “We needed an expert agency that could help to better shape and share our message, and help us to recruit more members and investigators curious about what is out there.”

The Eisen Agency CEO Rodger Roeser says his firm will be directing an initial rebrand of MUFON, which includes updated look and brand narrative, followed by a robust national member recruitment and field investigator campaign, national media relations, merchandising, social media campaign, web development, and promoting the Annual UFO Symposium the group puts on which will be in Las Vegas in July 2017. “I have to admit, this is one of the more fun clients with whom we work. But, the information and research is serious, and the passion of these folks is wonderful – we’re very proud to be representing them in this national outreach campaign.”

Harzan explained that folks interested in joining MUFON may do so at www.MUFON.com, as well as anyone interested in actually becoming a field investigator and assisting with research projects and programs. The Eisen Agency says it expects to unveil the new look of the organization this month.

About MUFON

Established in 1969, The Mutual UFO Network, headquartered in Orange County, CA, is the world’s largest research organization dedicated to investigating, researching and reporting incidents and activities related to the UFO phenomenon. A 501 3 c organization, the non-profit group has chapters in 43 Countries and all 50 States and a membership of 4,000 worldwide and funds ongoing research and regular reporting of investigated and vetted UFO phenomena. More information on the organization can be accessed at www.MUFON.com.