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COOK COUNTY LAND BANK AUTHORITY SELECTS RISE STRATEGY GROUP AND RUDD RESOURCES TO ADVANCE ITS ECONOMIC DEVELOPMENT MISSION

Two Women- and Minority-Owned Firms will raise awareness of the Land Bank's Services throughout Cook County

Chicago—The Cook County Land Bank Authority (CCLBA) has selected Rise Strategy Group and Rudd Resources LLC to manage its marketing, communications and community outreach needs for the next year. Both communications firms will serve as agencies of record, retained to raise awareness of the Land Bank's work rehabilitating distressed properties and developing communities throughout Cook County.

The firms will execute awareness-raising strategies for the Land Bank using public relations, media relations, social media strategy, partnership building and other communications activities. Their work will help to promote the Land Bank's overall mission as well as specific campaigns, such as the annual home giveaway.

"We are excited about the expertise that both Rise Strategy Group and Rudd Resources will bring to the Land Bank as we seek to strengthen our profile in Cook County and convert more vacant properties into community assets," said CCLBA Executive Director Robert Rose. "We look forward to reaching more potential property owners through their proven creativity and smart strategies."

Both Rise Strategy Group and Rudd Resources are certified women- and minority-owned Chicago firms. Rise Strategy Group, a communications and public affairs firm founded in 2016 by Tarrah Cooper Wright and Tara Swords, specializes in media relations, community engagement, crisis management, social media and digital strategies, and diversity inclusion services. It has provided services for a broad range of clients such as Related Midwest, the Illinois Medical District, University of Chicago, NextLevel Health, ComEd and Rebuild Foundation.

"Empowered residents build stronger communities, and everyone across Cook County should have the resources they need to affordably own a home, start a small business or expand a community organization," said Wright, CEO and Partner at Rise Strategy Group. "We look forward to helping the Cook County Land Bank Authority achieve its mission to turn abandoned and foreclosed buildings into viable community assets and empower residents to achieve the American dream of homeownership."

Rudd Resources, founded in 2003, is a full-service communications consultancy specializing in media relations, social media strategy and branding. Its portfolio, steeped in issues of equity and expansion of opportunity, includes such clients as The Chicago Community Trust, the Pritzker Traubert Foundation, Neighborhood Housing Services of Chicago and Resurrection University.

“We are excited about helping CCLBA share the story of its impact on the county’s economy,” said Kimberley Rudd, President of Rudd Resources. “From encouraging home ownership to transforming vacant homes, buildings and land into more valuable assets, CCLBA benefits residents and communities in very real and measurable ways.”

Founded in 2013, CCLBA works to empower local developers, community groups and potential homeowners by giving them tools to transform their own communities from within. The Land Bank acquires properties that have sat tax-delinquent, abandoned and vacant for years in order to sell them at below-market rates to qualified homebuyers, small businesses and community-based developers, who then rehab the buildings. This approach keeps revenue and jobs in the community, helps local developers grow their businesses and stabilizes neighborhoods by easing the path to home ownership.

[Link to headshots of Tarrah Cooper-Wright, Kimberley Rudd and Tara Swords](#)



Pictured 1: Tarrah Cooper Wright, Rise Strategy Group



Pictured 2: Tara Swords, Rise Strategy Group



Pictured 3 Kimberley Rudd, Rudd Resources LLC