

NEW YORK, Sept. 23, 2013 /PRNewswire/ -- Neverstop, a leading experiential agency, announces that it has joined The CHR Group, an independent, globally-oriented marketing services holding company. Neverstop's President and Chief Cultural Engineer, Nasir Rasheed, will join the CHR Group's global board of directors. Neverstop will continue to operate under its own brand from its offices in New York City and Seattle.

Since its founding in 1996, Neverstop has produced award-winning experiential marketing campaigns for such clients as Sephora, Microsoft, Nike, Uniqlo, and, most recently, a campaign for Range Rover produced in cooperation with Conde Nast's *Architectural Digest*. "This represents the perfect time for Neverstop to make this move as the marketing world is changing so dramatically and we want to be at the forefront," said Nasir Rasheed. "The merger into The CHR Group helps us make our offering more powerful and adds greater depth to the services we can provide to our clients as we take experiential marketing to its next level."

"We are proud and excited to have Nasir and Neverstop on board," said Peter Clark, CEO of The CHR Group. "It's an amazing company that is a key component of our overall strategy to deliver a new kind of agency holding company solution to our current and future clients."

"This move represents a timely alignment of services in a growing omni-channel universe," said Edmond Huot, Executive Creative Director of The CHR Group.

About Neverstop Founded in 1996, Neverstop is an award-winning creative agency that pioneered what is now known as experiential marketing and brand activation. The company started in the underground Seattle club scene and has grown into the nation's foremost boutique cultural engineering firm, designing and producing brand experiences for companies as diverse as Nike, Microsoft, Uniqlo, Target, Samsung, Range Rover, and Proctor & Gamble. Visit Neverstop at www.neverstop.com.

About The CHR Group Founded in 2012, The CHR Group is an independent, globally-oriented marketing services holding company. The firm has a unique vision to create a next generation agency holding company designed from the ground up for today's evolving client needs. The group offers an integrated set of design, interactive, experiential, and production services via its portfolio of companies, including ClarkHuot, Vantage Productions, and Neverstop. For more information about The CHR Group, please join us on Twitter @thechrgroup or visit our website at www.thechrgroup.com.

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