

**For Immediate Release**

## **Mother & Daughter: Two Entrepreneurship Dreams, One Location. Elite Travel Associates & Free Rein Marketing**

(Kennewick, WA) Susan and Elizabeth Reinkens have always dreamed of owning their own business but not the same business. Susan, an already successful travel agent with twelve years of experience has always followed the beat of her own drum. She believes in offering a commitment to service that is unparalleled within the Tri-Cities and found the opportunity to open her own agency irresistible. Elizabeth, a former Marketing Director, aspired to offer full service Marketing, Advertising and Public Relations to small businesses that may not be able to afford a full time Marketing Director.

Those dreams always seemed to be at the back of their minds but not a real possibility until six months ago. Six months ago many changes in the Tri-Cities market and within their own personal lives occurred that made both of their dreams a possibility. And they decided to run with it.

Now Susan and Elizabeth Reinkens are opening their own businesses and a retail location. "We are both really excited for this new venture, for months we looked at possible locations, for space that would work for both of us." Elizabeth Reinkens, Owner and Creative Director of Free Rein Marketing said. "We needed a space that was large enough for growth potential and not too close to either of our direct competitors." The new businesses are at 7903 W Grandridge Blvd., Suite R in Kennewick, just off Columbia Center Blvd next to the Joann Fabrics. "When the travel agency left the mall there seem be a hole that needed to be filled, perfect for me." said Susan Reinkens, Owner of Elite Travel Associates.

While they both build their businesses they will also help one another. Susan, with her established client base will need the occasional phone answered and assistance with clients. Elizabeth, who is currently building her client base, is always looking for a second opinion on a design or someone to bounce creative ideas off of. "We work well together," said Elizabeth "she pushes me to be more creative and I have enough travel experience to help answer her client's questions."

To commemorate their new businesses they are hosting a Grand Opening Open House at the office. "We are inviting our clients, businesses associates and the general public to celebrate with us. Plus we will be offering specials from both of our companies." said Elizabeth. The Grand Opening is to be held on **Tuesday, May 8<sup>nd</sup>** at the Elite Travel Associates/Free Rein Marketing office from **6pm-8pm**.

*For more information about Elite Travel Associates contact Susan at (509) 222-1222 or Free Rein Marketing please contact Elizabeth at (509) 521-2863.*