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MSR Communications named AOR for Golden Coast

By Jaimy Lee

SARATOGA, CA: Golden Coast Productions, makers of the Surf Stronger workout series, named MSR Communications AOR after a competitive bid. Work began July 15. It is the third consumer win for the San Francisco-based agency this summer. Other wins included AirBed & Breakfast, a hotel alternative Web site for travelers, and SpinVox, a service that transfers voicemails into texts and e-mails.