

# Press Release

July 9, 2021

For Immediate Release

## **Rebel Pilgrim Creative Agency to Change Name to Boonrise.**

Nine-year old Rebel Pilgrim Creative Agency will be rebranding as Boonrise effective July 15, 2021. The agency began on May 1, 2012 with co-founders Joe Boyd, Brad Wise and Isaac Stambaugh. The company originally began as a production company for feature films, but quickly transitioned to offering creative solutions, story consultation and video production services to companies and organizations.

The company's current and recent clients include regional companies Procter & Gamble, The Kroger Company, 84.51, Midmark, Mammotome, Cincinnati Bell, The Greater Cincinnati Foundation and Jeff Ruby Culinary Entertainment. Outside of the region, the company also provides services for various organizations including Leadercast, Worldpay, MKTG and the Pro Football Hall of Fame.

The company released the following statement regarding the name change:

**“We started Rebel Pilgrim in 2012 to tell stories that spark hope and action. In 2020, as we started doing work in new sectors and new regions of the country, we came to realize that certain aspects of our name have a deep-rooted history of hatred and violence for some people. As storytellers we can't possibly spark hope and action if we have a name that holds the possibility to spark fear and division. Our new name is Boonrise. It comes from that turning-point moment in every great story when the hero discovers what must change in order to finally step into their destiny and reach their ultimate goal, their “boon.” At our best, that is what we aim to do for all who come alongside us.”**

Earlier this year, the company's CEO, Joe Boyd, announced that he will continue in his role while also accepting the CEO position of Leadercast, a Boonrise client that is the world's largest one-day leadership event. The Leadercast event will be produced by Boonrise on August 11, 2021 at The Fifth Third Arena at the University of Cincinnati and simulcast to hundreds of host sites worldwide. The event had previously been held in Atlanta for the last 19 years.

“We are excited to change our name. Most of the great and timeless stories that have shaped us include the changing of a name. It always represents that the person or people who change their name have grown to a place where they are more fully realized - more fully who they were always meant to be. I hope and believe that is what is happening to us now. We aren't becoming anything other than a better version of who we have always been,” says Boyd.

Boonrise is located at 708 Walnut Street in downtown Cincinnati, Ohio.

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Attached: Boonrise logo and photo of CEO Joe Boyd