## **Spirit of Buffalo**

When people want to remember things, they make scrapbooks, so when Parsons wanted our clients in Buffalo, New York, to remember us, we made them a scrapbook. More than a standard leave-behind, we wanted to create something that could be proudly displayed on a desk or a coffee table. To accomplish this, we assembled a collection of photos and artifacts that highlight Buffalo's distinguished history and Parsons' contributions to that history. The end result pulled together the talents of our writers, designers, and production team to deliver a unique leather-bound keepsake that can be cherished for years to come.













