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HCK2 Partners Named PR Agency of Record for Norma's Cafe

North Texas comfort food icon selects award-winning marketing agency

(DALLAS) – [Norma's Cafe](#), a North Texas acclaimed and award-winning, comfort-food icon for 55 years, has hired [HCK2 Partners](#), a local award-winning, integrated marketing communications agency, for its public relations awareness and outreach.

The partnership is focused on developing a sustainable presence for each Norma's Cafe location – the historic original nearby Oak Cliff's Bishop Arts District, and its new, popular location in North Dallas. HCK2 will not only provide media and community relations for **Ed Murph**, owner and [Texas Restaurant Association Hall of Honor](#) recipient, but also creative design and interactive development for the Norma's Cafe brand.

"Since 1956, Norma's Cafe has satisfied North Texans' appetites with mouth-watering, Texas-style home cooking and Mile-High Cream Pies to-go from either one of our two great locations in Dallas," said Murph. "Today, people are more cost-conscious and selective about their dining options than ever. This partnership is geared to ensure Norma's Cafe stays top-of-mind with the Dallas community as a friendly place to get great food at a great value."

With numerous mantles full of awards for its pies, chicken fried steaks and comfort food items, Norma's Cafe and Murph understand the commitment necessary to creating and delivering quality meals. There is another restaurant of the same name located in Farmers Branch, but it does not belong to Ed Murph, nor does it rest under the brand and leadership of the original Norma's Cafe.

"Through volunteering with Big Brothers and Big Sisters, or making another campaign to benefit our veterans, and the brave men and women serving overseas, Ed Murph has created an amazing awareness about Norma's Cafe," said [Kenneth Kracmer, HCK2 managing partner and PR director](#). "It is the earnest desire of everyone at HCK2 to continue this momentum and keep the seats at both Norma's Cafe locations full."



HCK2 is an award-winning, full-service agency that has served a [diverse array of Fortune 1000 and industry-leading clients](#). Among its most recent achievements, HCK2 was honored with the No. 4 ranking in the 2010 *Dallas Business Journal's* "Largest PR Firms"—the 11th consecutive annual recognition reflecting the progress and growth for the mid-size firm.

For more information about the Norma's Cafe on W. Davis Street or Dallas Parkway, having Norma's Cafe cater your next meal or its famous Mile-High Cream Pies™, call (972) 820-5871 or visit www.NormasCafe.com.

About Norma's Cafe

Norma's Cafe is a Dallas home cooking institution. Founded in 1956, Norma's Cafe serves up hot, fresh, and savory home-style meals, with a sinful Texan flare, which are sure to make your mouth water. The original location has been operating in Oak Cliff for more than 50 years. Its newest location just opened on Dallas Parkway in North Dallas. Norma's Cafe is the rare type of cafe that one can stop by for a cup of freshly brewed coffee or a full-on family meal and leave equally satisfied. Norma's Cafe staples include big breakfasts, characterized by fluffy biscuits and gravy, satisfying dinners with award-winning chicken fried steak, and homemade, Mile-High Cream Pies™ for dessert. Norma's Cafe is the one, the only, the original. For information about its two locations, catering or famous menu, visit www.NormasCafe.com or call (972) 820-5871.

About HCK2 Partners

HCK2 Partners (HCK2) is a Dallas-based full-service integrated marketing communications agency. Ranked among the top five public relations agencies in North Texas by the *Dallas Business Journal*, HCK2 communications programs keep clients close to customers and ahead of the competition with comprehensive media relations campaigns; creative multimedia marketing; and innovative interactive solutions. Founded in 1998, HCK2 has developed marketing communications expertise in growth industries including: construction, direct sales, energy, finance, healthcare, retail, technology and telecommunications. More information is available online at www.hck2.com.

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