



Deerfield Couple Marks 15 Years Of Growing All Points Public Relations

By Eric DeGrechie | August 7, 2026



DEERFIELD, IL — What began as a two-person public relations agency founded by Deerfield residents Lauren and Jamie Izaks has grown into a roughly 50-person firm serving more than 70 brands nationwide.

All Points Public Relations will celebrate its 15th anniversary Aug. 15, marking a milestone for an agency that began on Chicago's North Shore in 2011 and now operates from the River North neighborhood. The company works with franchise brands in industries including restaurants, retail, health care, automotive, beauty and wellness.

Fifteen years ago, public relations agencies looked very different than they do today," Jamie Izaks, president and co-founder, said in a statement.

"We've navigated the rise of social media, changing consumer behaviors, the challenges of COVID, artificial intelligence and countless shifts in how brands communicate."

Through those changes, Izaks said the company has focused on maintaining its culture, evolving with the industry and adapting its work to clients' goals.

From Deerfield To River North

All Points started in Deerfield before growing its staff and range of services.

The agency now provides public relations, digital marketing, social media, content marketing, creative services and franchise sales support.

It relocated its headquarters from the northern suburbs to Chicago's River North neighborhood in late 2024 while continuing to serve clients throughout the country.

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Among the brands it works with are Dairy Queen, Golden Corral, Potbelly, Zaxby's, Cicis Pizza and Applebee's.

The firm said it has added more than a dozen clients during the past year while remaining independently owned.

"Our agency has grown in incredible, unexpected ways over the last 15 years, but what I'm most proud of is the team we've built along the way," Lauren Izaks, executive vice president and co-founder, said.

"We've always believed that when you invest in people and encourage curiosity and growth, better work naturally follows."

Community Work Part Of Agency's Mission

All Points also participates in service projects across Chicago through agency-wide volunteer days.

Through its PPro Community initiative, the company provides pro bono communications support to the Chicago Coalition for Family Building.

Last year, All Points helped promote the coalition's annual 5K, which raised more than \$117,000 to support grants for Chicago-area individuals and couples seeking to build families.

The effort earned All Points finalist recognition in the 2026 PR Daily Nonprofit Communications Awards.

As the firm enters its next chapter, the Izakses said they remain focused on helping clients navigate changes in the communications industry while developing future PR professionals. More information about All Points Public Relations is available through the company's website.