

For Immediate Release

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Over \$75,000 of free marketing and communications help available to local charities

Des Moines, IA – March 1, 2009 - Leading branding and marketing agency, McLellan Marketing Group leads a team of marketing and communications professionals as they set out to adopt a charity's marketing efforts for an entire year.

"All of us get solicited to do pro bono work for charities," explained Drew McLellan, the agency's president. "But it's usually pretty piece meal and we don't get to have a long-term effect on the charities' success. This program will allow us to immerse ourselves in a single charity, for a year, and really have an impact," he concluded.

Charities will need to apply for this program and only one, in the Des Moines metro, will be selected for 2009. Charities can learn more about the program and download an application at www.mclellanmarketing.com


"We couldn't have created this program without our partners," McLellan added. "Together, we've decided to team up and take a single charity under our collective wings for an entire year. By the end, the charity will have received well over \$75,000 in services and goods."

At no cost to the charity, the team will provide branding and marketing expertise, a marketing plan, marketing counsel, communication materials, a website (or revamping of their current site), video production (a video or TV spot), audio production (radio spots or audio for another project), and some social media tools/coaching.

Jay Brackett, owner of Brackett Media and Event Services remarked, "When MMG approached me about this idea, I was thrilled to be a part of giving back to the community. I'm proud to be included and look forward to helping one of Des Moines' charities take a huge step forward."



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Where strategy and passion collide 

The partners in this endeavor are:

McLellan Marketing Group (www.mclellanmarketing.com)

Brackett Media & Event Services (www.brackettmedia.com)

Radio Garage (www.radiogarage.com)

Public Relations Project (www.publicrelationsproject.com)

Charities will need to complete their applications by March 31, 2009. Please direct all inquiries to Drew McLellan at 515-251-8400.

2007's recipient, Youth Emergency Services and Shelter experienced their largest fundraiser (The YESS Derby Duck Race) to date, as a result of their work with the team.

2008's recipient, Candeo, underwent a complete re-branding and the team is just finishing up their new website and video.

McLellan Marketing Group is a full-service branding and marketing communications agency where strategy and passion collide.

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