



In Focus Brands
“Creatively Practical”
www.infocusbrands.com

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Contact: Cris White
(o) 212-875-7063

FOR IMMEDIATE RELEASE

ANOTHER PLATINUM AWARD FOR NON PROFIT BRANDING

The Association of Marketing and Communication Professionals has awarded the top honor of a Platinum Award to In Focus Brands for their brand building work with the League of Dreams (www.leagueofdreams.org). This international awards competition recognizes creative professionals involved in the concept, writing and design of traditional and emerging media whose work serves as a benchmark for the industry.

In Focus Brands has been recognized again for its continuing brand building and business development work with the League of Dreams. Past awards have included: Tellys, Videographer Award of Excellence and the Communicator’s Award of Distinction. Other non profits that In Focus Brands work with include: Berkshire Bird Paradise, Rockland P.A.L, Rockland D.A.R.E, Alzheimer’s Association and MAX Respect.

From the set of their latest brand build out for In Joy Swimming-in Saratoga Springs, NY and Georgia, Robert Manasier, creative director, states: “To be recognized is great but, more importantly, our non profit work and brand initiatives will guarantee that the program will continue for years to come so that the children can be served. Our TOP DOWN BRAND BUILD and BOTTOM UP MANAGEMENT SYSTEMS continually create true brands that resonate with the target audience and that can be maintained.”

Damon Smith, regional business development director for Upstate NY, is satisfied with the accomplishment but states: “to bring better business practices to all of our clients (non profit and for profit) and our future clients is always the focus of this organization. He is currently researching office locations in the Albany/Saratoga Springs area to accommodate work flow from their other offices.

For more information, please call Cris White at 212-875-7063 or email at: robertm@infocusbrands.com