

## **WILLIAM JOSEPH COMMUNICATION PAYS IT FORWARD WITH BRAND AID**

**October 4, 2011 – Calgary, AB** – Are you a non-profit organization which has a competitive streak and could use \$25,000 in free marketing? At William Joseph Communications, we know that good marketing is hard to come by; so we want to help.

We're giving away \$25,000 worth of free marketing services to a non-profit organization in Calgary, Saskatoon or Las Vegas. The application will be available online at 9 a.m. on October 5, 2011 and will close at midnight on November 30, 2011. The shortlist interviews will commence between December 8 and December 15, 2011. We will announce the winner at 2 p.m. on January 16, 2012.

"Giving back to the community is part of who we are and what we believe," says Ryan Townend, CEO of William Joseph Communications. "We want to support the communities that have supported us all these years. We know there's a ton of great non-profit organizations out there, and we can't wait to get started."

William Joseph won't be giving away free marketing services to just *any* non-profit organizations. Your organization will be going head-to-head with other organizations from Calgary, Saskatoon and Las Vegas. We'll be assessing the applicants on a 100-point scale, ranging from the history of the organization to the services it provides. So, show us what you've got. We want you to be fearless in your quest for the prize.

The 2011 William Joseph Brand Aid winner will receive \$25,000 in strategic and graphic design services -- valid for six calendar months. All applicants must meet the terms and conditions in our guidelines. The award has no cash value and cannot be transferable. Marketing services begin January 17, 2012 and will end July 17, 2012.

Applications and more information can be found at [williamjoseph.com/brandaid](http://williamjoseph.com/brandaid).

### **About William Joseph Communications**

William Joseph Communications is an integrated, brand-building agency. We pride ourselves on a savvy strategic planning process, stunning creative and swift implementation.

We help our clients tell stories that have energy and purpose. We are fearless in our quest to create meaning in the world. We engineer understanding and action. We believe in transparency and honest collaboration. We understand, through experience, that good ideas don't come easy; but we also know that play is a necessary ingredient of the creative process. We are not consultants who will partner with clients to help them simply get where they want to go -- we are transporters of insight who will take our clients to places they never thought possible.

We believe that these qualities, as well as a highly collaborative client relationship and our all senior staff, are the basis of great marketing and an innovative agency offering. With offices in Calgary, Saskatoon and Las Vegas, we are a local agency with international flavour.

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