

## **WILLIAM JOSEPH AWARDS \$25,000 TO SASKATCHEWAN NON-PROFIT GROUP**

As part of our ongoing commitment to support the communities in which we live, work and play in, William Joseph Communications received a number of qualified applications for our third annual Brand Aid from Calgary, Saskatoon and Las Vegas. Brand Aid is a competition which gives the winning, non-profit profit organization \$25,000 in William Joseph marketing services.

William Joseph has awarded Brand Aid 2012 to Junior Achievement of Saskatchewan (JA). Junior Achievement provides business education to elementary, middle and junior high school students in the Saskatchewan school system. The organization's free programs encourage kids to "value free enterprise, understand business and economics, and develop entrepreneurial and leadership skills."

"We are so excited to be working with the Junior Achievement of Saskatchewan," said Ryan Townend, William Joseph CEO. "Their philosophy and beliefs of community involvement, inspiring youth and education really mirror ours. William Joseph is a strong advocate of inspiring youth – so much that we have sponsored the Marketing Students Society at the University of Saskatchewan for several years and host the annual William Joseph Case Study Competition. It was obvious that the Junior Achievement of Saskatchewan organization was a natural fit."

JA beat out several equally worthy organizations for the prize, which will help recruit volunteers to support the organization's programs. "The Brand Aid competition had an amazing response and the competition was tight. I want to thank all the organizations throughout North America that submitted an application and I encourage them to enter again next year," said Townend.

"Junior Achievement is excited to be awarded the William Joseph "Brand Aid," said Darren Hill, Junior Achievement of Saskatchewan President and CEO. "With this partnership, we will be able to create a strategy to attract volunteers to help support our many programs that are delivered province wide."

The grant award will be officially announced at a news conference on **January 9<sup>th</sup>, 2012 at 11:15 a.m. CST** at the Junior Achievement Saskatchewan offices (#1110 – 410 22<sup>nd</sup> Street East, Saskatoon). Ryan Townend (CEO, William Joseph), Cody Barnett (Director, Development and Community Relations, Junior Achievement Saskatchewan) and Darren Hill (President and CEO, Junior Achievement Saskatchewan) will attend.

### ***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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