

ADVERTISING • CRISIS MANAGEMENT • PUBLIC RELATIONS

theMarcusGroup,inc.

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Agency Celebrates 40 Years of Success by Continuing to Give Back *“Forty for Goodness Sake” project gives one nonprofit a year of free PR/Ad services*

LITTLE FALLS, NJ – To commemorate its 40th anniversary, The Marcus Group – a boutique agency specializing in advertising, crisis communications and public relations – will give the gift of itself, choosing one lucky nonprofit organization to receive its award-winning communications expertise free for one year.

The Marcus Group’s employees conceived the “Forty for Goodness Sake” project as a way to celebrate the agency’s anniversary and highlight its history of charitable giving. The Marcus Group is believed to be among the oldest firms of its kind in the nation.

The agency is inviting New Jersey and New York metropolitan area nonprofits to describe how a successful communications campaign will benefit the organization and community. The Marcus Group will accept entries through November 19, 2010 and choose its 40th anniversary not-for-profit client in early December.

To qualify, candidates must be a 501(c)(3) organization from the New Jersey or New York metropolitan area, and have no current outside communications representation. Eligible nonprofits must provide a written description about themselves, their mission and services, and how a communications firm can help them reach their goals. The Marcus Group will select the most compelling proposal that best demonstrates how professional communications services can benefit the organization and greater community and how the agency’s services can make a significant difference.

Company officials value the “Forty for Goodness Sake” project well in excess of \$100,000 based on the most recent experience with Gilda’s Club Northern New Jersey.

The anniversary campaign is consistent with The Marcus Group's 40-year history of contributing services and leadership to charities and nonprofit organizations supporting the arts, community services and other activities throughout the metropolitan area.

Most recently, the agency stepped in to provide communications services to Gilda's Club when the organization faced bankruptcy. The Marcus Group helped stabilize the organization, recruit new leadership and conceived and executed one of the most successful events of its kind in Bergen County history last fall: Freddie Roman's "Ladies of Laughter," which attracted more than 1,000 fans to a performance by female comedienne honoring Gilda Radner's memory.

The Marcus Group has helped Gilda's Club gain local, regional and national media coverage in addition to assisting with the organization's ongoing marketing activities. Today, Gilda's Club is back from the brink and was recently selected by the New Jersey State Federation of Women's Clubs as its special state project for 2010-2012.

For complete project details and an application form, visit www.marcusgroup.com. Applicants should send a completed form and two-page proposal to info@marcusgroup.com. Proposals should not exceed two pages.

About The Marcus Group, Inc.

The Marcus Group, Inc. is a full-service advertising, public relations and crisis communications agency. Founded in 1970, The Marcus Group provides award-winning strategic communication services to a diverse group of commercial and not-for-profit clients.

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