



## NEWS RELEASE

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### FOR IMMEDIATE RELEASE

#### **Local Advertising Agency Continues Tradition of Accolades and Achievements – By Its Peers and the Community.**

Sarasota, Florida – March 6, 2007 – Grapevine Communications, winner of the **2006 Young Business of the Year Award** presented by the Greater Sarasota Chamber of Commerce, continues to collect some impressive accolades. The full service advertising agency was recently awarded with 11 **ADDYs** from the Advertising Federation Awards, including 2 gold and 9 silver, at the recent awards banquet.

“It’s nice to be recognized by our peers in the advertising industry, but our clients are the real winners,” said John Fain, Grapevine Communications’ Executive Vice President. “Our real reward comes when we can create break through creative work that gets noticed and helps our clients’ bottom line.”

While the company continues to make news within the advertising industry, Grapevine Communications is also getting plenty of recognition from other organizations. Recently **PALS Partners in Education** recognized thirty-four companies in Sarasota County for their contributions to the school board; and awarded Grapevine as one of only six organizations to receive the “Special Outstanding Business Partner” recognition for their work with the Phoenix Academy. Phoenix Academy is a Level 1 Charter School in Sarasota County. ([see photo](#))

In 2006, the Phoenix Academy was one of five organizations that Grapevine selected to receive a “golden ticket”, which essentially meant a yearlong commitment from the agency for advertising and marketing services pro-bono. In 2006 alone, Grapevine donated \$114,964.00 to the selected five charities. Since Grapevine’s inception in 2002, they have donated \$577,745.00 to local charities throughout Sarasota and Manatee counties.

“Sarasota has been a great place to start a business and build a home,” added Angela Massaro-Fain, President of Grapevine. “We’re happy to give back to the community, and we look forward to doing our part to make this area a better place to live and work.”

For 2007, Grapevine increased its charitable giving and has selected six charities as this year’s golden ticket winners: The Boys & Girls Club of Sarasota, The Wellness Community of Southwest Florida, CYESIS Sarasota, G.WIZ Science & Technology Center, First Step of Sarasota, and The Y Foundation of Sarasota.

Grapevine Communications is a full-service, award-winning Advertising, Marketing and Public Relations firm based in Sarasota and serving clients nationwide. For more information Grapevine Communications, contact Alice Fernandez at 941-351-0024 or email [afernandez@grapeinc.com](mailto:afernandez@grapeinc.com).

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