



GRAPEVINE
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NEWS RELEASE

FOR IMMEDIATE RELEASE

Grapevine Communications Advertising Agency Makes the Grade with Pro-Bono Work for Phoenix Academy.

SARASOTA, Florida – July 7, 2006 – Grapevine Communications is pleased to announce that it has been busy working on pro-bono marketing materials for the Phoenix Academy. In an effort to assist the Sarasota County Public School in recruiting students, Grapevine adds the Phoenix Academy to its long roster of pro-bono clients.

“Sarasota has been good to us, and it’s rewarding to give something back,” says Angela Massaro-Fain, Grapevine Partner and President.

Phoenix Academy is located on Shade Avenue, directly behind Sarasota High School. The school’s mission statement is “Recognizing each student’s individuality, we will meet the needs of every student, every day.”

Grapevine is supporting Phoenix Academy with a logo adjustment, stationery suite, trifold brochure, ad development and negotiated donated ad space, PowerPoint template, an E-newsletter template and a complete new web site. These services to date, total just over \$30,000.00

Since Grapevine’s inception in 2002, they’ve supported various non-profit organizations, including G.WIZ, the YMCA Foundation, Girls Inc., ASOLO Repertory Theatre, the Young Professionals Group, Florida Winefest, Suncoast Advertising Federation, Junior Achievement, The Jewish Federation, The Wellness Community of Sarasota, First Step Addiction Recovery Programs, the Small Business Council, the Greater Sarasota Chamber of Commerce, and the Sarasota Ballet of Florida; in excess of over \$500,000.

Grapevine Partner John Fain states, “We help these much needed charities achieve their objectives, which in turn makes a positive impact on our community.”

For more information about Grapevine Communications, please contact Angela Massaro-Fain at 941-351-0024 or email amassarofain@grapeinc.com. Grapevine Communications is an award-winning advertising, marketing and public relations firm based in Sarasota and serving clients nationwide.

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