



**GRAPEVINE**  
COMMUNICATIONS

## NEWS RELEASE

5201 Paylor Lane  
Sarasota, FL 34240  
p. 941.351.0024  
f. 941.351.0034

### FOR IMMEDIATE RELEASE

**MEDIA CONTACT:**

Tricia Lewis, Media & PR Manager, (941) 351-0024

### **Grapevine Communications Creates New Brand For Education Foundation of Sarasota.**

SARASOTA, FL – September 15, 2010 – Grapevine Communications, Sarasota's award-winning full-service advertising, marketing and public relations agency, recently developed a new brand for the Education Foundation of Sarasota County (EFS).

As part of its strategic plan, the Education Foundation's board of directors made a commitment to raise the organization's awareness and to expand support for critical initiatives in the schools. Based upon this commitment, last year's EFS board chairman David Sessions appointed a diverse Branding Task Force comprised of EFS board members, staff, and community volunteers with significant marketing expertise.

Interviews, focus groups and surveys conducted by the task force made a clear point: people who knew about the Education Foundation were inspired to join the cause and help Sarasota County's students get what they need to succeed. But they also found that not enough people knew about EFS. And many had a misconception that EFS is part of the Sarasota County School Board, when in fact EFS is a 501(c)(3) not-for-profit organization. EFS' support of public education through programs benefiting students is made possible only through the generosity of donors, sponsors and grants.

According to the task force report, it became apparent that it was critical to develop a clearer, bolder message that would help EFS become more identifiable. Grapevine Communications was selected for the project and developed the fundamentals for a newer and stronger identity, including a logo and the tagline of "*Imagine. Invest. Inspire*". This is the organization's first redesign in 20 years.

Cindy L. Kaiser, Executive Director of EFS, comments, "We are thrilled with our new identity from Grapevine, this is such an exciting project for the Education Foundation. Our new look is now used on our stationary and business cards, and we are looking forward to updating our website along with other marketing and outreach tools. We are excited to soon be able to share success stories showing how donations make it possible for children in the Sarasota County school system to receive a quality education."

--MORE--



**GRAPEVINE**  
COMMUNICATIONS

## NEWS RELEASE

### FOR IMMEDIATE RELEASE

## **Grapevine Communications Creates New Brand For Education Foundation of Sarasota.**

### **About The Education Foundation of Sarasota County**

*The Education Foundation of Sarasota County is an independent, not-for-profit organization that works in partnership with the community and Sarasota County public schools to invest in every child's success. With the support of individuals, families, companies and foundations, the Education Foundation awards more than a million dollars each year to initiatives including the Texcellence Computer Donation program, Teacher of the Year, Academic Olympics, Science Fair, classroom grants, fine arts programs, and literacy initiatives. For more information visit [www.EdFoundation.net](http://www.EdFoundation.net) or call (941) 927-0965.*

*Attached Photo Caption: Education Foundation of Sarasota County's New Logo*

**Grapevine Communications is a full-service, award-winning Advertising, Marketing and Public Relations firm based in Sarasota, serving clients nationwide, and recently awarded the 2010 Frank G. Berlin, Sr., Small Business of the Year Award by the Greater Sarasota Chamber of Commerce. For more information Grapevine Communications, contact Tricia Lewis at 941-351-0024 or email [tlewis@grapeinc.com](mailto:tlewis@grapeinc.com).**

###