



Bryan's House Selects The Marketing Department as Its Marketing and Advertising Agency

The Marketing Department, a full-service marketing agency, is selected to help increase awareness and visibility of Bryan's House, a vital non-profit organization serving children and families in North Texas.

Dallas, TX, May 08, 2007 --(PR.com)-- Dallas-based agency The Marketing Department (TMD), a firm that specializes in complete outsourced marketing solutions, has been selected as the marketing and advertising agency of record for the non-profit organization Bryan's House.

“We are thrilled to be named the agency of record for Bryan's House,” notes Donna McFadden, Director of Strategy at TMD. “All accounts involve talent, resources and intellect - but this one involves the heart as well. The community and human need Bryan's House fills is tremendous, and we will use our full arsenal of capabilities to help increase awareness and support for this outstanding organization.”

One of the first initiatives undertaken by TMD was to create an awareness and education campaign for the various constituencies of Bryan's House, including donors, medical professionals, prospective Board members and families served by the organization. “Our goal was to create a campaign that speaks directly to the hearts of all interested parties and branded to let these parties and the community know it's all about the children and their families,” said Jane Betters, President of TMD. “We appreciate the confidence Bryan's House placed in our abilities by naming us their marketing agency of record. We will continue to provide the highest quality marketing possible to confirm their trust in us.”

David Thomas, Executive Director of Bryan's House, stated TMD was selected to head its marketing efforts after several firms were considered. “We wanted to increase public awareness that Bryan's House has expanded its mission to include children with serious medical needs, as well as serving children and their families impacted by HIV/AIDS. TMD has the right mix of services needed to help accomplish this task,” Mr. Thomas said.

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About Bryan's House:

Bryan's House is the only special-care facility in Dallas for children and teens affected by HIV/AIDS and for families with medically fragile children who need medically supervised day care. The organization offers a full range of medical, educational, and psychosocial services 24 hours a day, seven days a week. The mission statement of this innovative, compassionate, and cost effective program is to respond to the needs of children and their families by providing medically-managed child care, adolescent programming and community-based, family-centered support services. A majority of the funding for Bryan's House comes from private donors. More information about Bryan's House can be found at www.bryanshouse.org

About The Marketing Department



TMD is a full-service marketing agency headquartered in Dallas, Texas with expertise in four primary areas: 1) strategy; 2) design; 3) public relations; and 4) events. TMD serves clients by envisioning, creating and implementing the strategic and creative solutions and deliverables needed to help them achieve their goals. More information about TMD can be found at www.GetSizzle.com.



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