



NEWPORT
CREATIVE
COMMUNICATIONS

PRESS RELEASE

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FOR IMMEDIATE RELEASE

FOR MORE INFORMATION, CONTACT JOHN PANNELL AT 781-934-1412

NEWPORT CREATIVE COMMUNICATIONS CELEBRATES 20TH ANNIVERSARY WITH NEW TAGLINE, AD CAMPAIGN, BROCHURE AND WEB SITE

Duxbury, MA – Newport Creative Communications, one of the direct response fundraising industry's leading agencies, is celebrating its 20th anniversary (November 5, 1985 – November 5, 2005) by continuing to play a pivotal role in helping nonprofit organizations acquire more donors and increase their revenue.

To mark this historic milestone, Newport has recently unveiled a new tagline, "The Measure of Success," along with a new advertising campaign, brochure and Web site, which is scheduled to launch by the first of the new year.

Founded in Newport Beach, California, by John Pannell, a former Vice President of Development for the National Easter Seal Society, the agency has been headquartered in historic Duxbury, Massachusetts, on the south shore of Boston, since 1990.

Speaking about the agency over which he presides, John Pannell said, "We are grateful to have had the opportunity the last two decades to help raise funds on behalf of so many prestigious nonprofit organizations. We owe our success to not only all the clients who placed their confidence in us, but also to our staff of talented direct response fundraising professionals."

"As far as we have come since 1985, all of us here at Newport Creative Communications look forward to many, many more years of successful fundraising together," added Pannell.

The agency's new tagline, "The Measure of Success," has already been incorporated into a new ad campaign that broke recently in at least one major industry trade publication.

"This is Newport Creative Communications, where success is measured by the results we achieve on behalf of our clients and the relationships we have with people like you," reads each of the ads.

The new Web site is scheduled to launch by January 1, 2006.

Newport Creative Communications is a full-service direct response fundraising agency that provides a wide variety of marketing, advertising and communications services to nonprofit organizations throughout the country. The agency is located at 33 Railroad Avenue in Duxbury, MA, and on the Web at www.newportcreative.com.