

FOR IMMEDIATE RELEASE



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**Cause-related Marketing Seminar:
Supporting a cause can support YOUR cause”
Friday, November 16, 2007 from 11:30 a.m. to 1:15 p.m.
Radisson Hotel, Covington KY**

(CINCINNATI; November 6, 2007) – The Cincinnati Chapter of the American Marketing Association (AMA), in conjunction with the Cincinnati Alliance for Healthcare Marketing (CAHM), announces the topic for its November luncheon: “Supporting a cause can support YOUR cause”. The luncheon will take place on Friday, November 16, 2007 at the Radisson Hotel in Covington, KY. Networking begins at 11:30, followed by lunch and a panel discussion from noon to 1:15.

The panel moderator is Julia Ward, VP/Management Supervisor at Northlich, a leading communications and brand consulting agency. The distinguished panel includes:

- Michael Anderson, Director of Public Relations and Communications at Hoxworth Blood Center
- Stephanie Creech, Communications Manager at Ronald McDonald House
- Peter Osborne, the Southwest Ohio Public Relations Director at the American Cancer Society.

Cause-related marketing has been on the rise in recent years: the most notable example is the American Cancer Society’s pink ribbon campaign, and there are numerous components, issues and benefits that make this and other cause-marketing campaigns so successful for both the non-profit and for-profit organizations involved. Attendees will learn:

1. Why an organization should consider cause-related marketing
2. How to select a compatible partner
3. The ingredients for the optimum cause-related marketing partnership
4. How each member of the partnerships can benefit from a cause-related marketing strategy
5. Suggestions for marketing of products and services that support a cause.

Cost:

AMA members: \$25 for reservations made by November 13; \$30 after.

Non-members: \$40 by November 13; \$45 after.

AMA student members: \$18.

Pay at the door: Visa, Mastercard, Amex, check or cash. Cancellations must be made 48 hours in advance to avoid billing.

Call 513.784.2373, email info@cincinnatiama.org, or visit cincinnatiama.org to register.

About Cause-related Marketing:

Cause-related marketing has been rapidly increasing as a marketing tool of for-profit businesses and a support mechanism for non-profits. Both parties in a cause marketing relationship can benefit significantly in terms of revenues and donations, volunteerism, brand or service usage and community involvement. In fact, US sponsorship spending on cause marketing is projected to hit 1.44 billion in 2007, up 11% from 2006.* Additionally, 92% of Americans think it is important for companies to donate to charities in the community and 72% of American employees want to work for companies that support charitable causes.**

Cause marketing also encourages trial of products and services: 86% of Americans say they are likely to switch from one brand to another that is about the same price and quality if the other brand is associated with a cause.***

About Cincinnati Chapter of the American Marketing Association

The Cincinnati Chapter of the AMA was founded in 1940 to promote the advancement of marketing in Greater Cincinnati. The chapter, with its 500+ members, is recognized as the preeminent organization for professional growth and networking among Cincinnati-area marketers. Visit the Cincinnati Chapter of the AMA on the web at <http://cincinnatiama.org>.

About Cincinnati Alliance for Healthcare Marketing

The Cincinnati Alliance for Healthcare Marketing (CAHM) is a membership organization of healthcare marketing professionals that exists to advance the art, science and practice of healthcare marketing, to provide a vehicle for members' personal and professional growth, to foster interaction among colleagues and to advance the highest ethical concepts in healthcare marketing. For membership information, visit www.cahm.org.

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* IEG Sponsorship Report, 2005.
2004

** Deloitte Survey, 2004

*** Cone Corporate Citizenship Study,