



For Immediate Release

Contact: Peter Hale

Tel: 978.388.3100 ext. 17

Email: phale@mcdougallduval.com

McDOUGALL & DUVAL ADVERTISING PROVIDES CREATIVE SUPPORT FOR LOCAL COMMUNITY EFFORTS

***Agency Lends Expertise to Vital Campaigns for Anna Jaques Hospital,
the Greater Newburyport Chamber and the City of Newburyport***

AMESBURY, Mass., July 27, 2009 – McDougall & Duval Advertising, an award-winning advertising, marketing and public relations firm, recently completed two community-oriented projects that benefited organizations from the Greater Newburyport area.

Anna Jaques Hospital, a 123-bed community hospital serving 17 cities and towns in the Merrimack Valley, asked the agency to create the concept, branding, advertising and promotional materials for a recent fundraiser for the new Commonwealth Newburyport Cancer Center. The June event, called *Buffett on the Beach*, netted more than \$90,000 for the comprehensive cancer care facility.

McDougall & Duval also created and launched a summer-long campaign on behalf of **The Greater Newburyport Chamber of Commerce and Industry** and the **City of Newburyport** designed to promote Newburyport's beaches and downtown area as a tourism destination. The *Newburyport: Love at First Sight* promotion – considered vital by community leaders given the region's reliance on the tourism industry – is currently underway and will conclude on Labor Day 2009. The multi-media campaign features several print, display and online components.

“The Chamber has worked with McDougall & Duval over the past few years on a number of projects,” said Ann Ormond, President of the Greater Newburyport Chamber. “For this campaign, what they delivered was clean, creative, and imaginative. It was a pleasure to work with their great team and I look forward to working with them again.”

“We are proud to contribute our expertise to help strengthen our local community,” says Dan Duval, Creative Director/CEO of the agency. “Both of these efforts have a significant impact on the quality of life for our community and we believe it’s our responsibility to take part – both as residents of the area and as engaged corporate neighbors. The Greater Newburyport region has been good to us, and we’re happy to return the favor.”

ABOUT McDOUGALL & DUVAL ADVERTISING

McDougall & Duval Advertising is an independent advertising, marketing and public relations agency that serves as a strategic business partner to help clients gain market share. Known for the creativity of its concepts and the award-winning campaigns it delivers, the firm combines big ideas that challenge conventional wisdom with proven promotional strategies. One of the few remaining independent agencies in New England, McDougall & Duval has worked with companies in the banking and finance, tourism, education, manufacturing, technology and entertainment industries. For more information, visit www.mcdougallduval.com.

###