



mcdougall & duval  
ADVERTISING

**For Immediate Release**

**Contact:** Peter Hale  
Tel: 978.388.3100 ext. 17  
Email: [phale@mcdougallduval.com](mailto:phale@mcdougallduval.com)

### **NICHOLS VILLAGE RETAINS MCDOUGALL & DUVAL**

(AMESBURY, Mass., April 21, 2011) – McDougall & Duval Advertising ([mcdougallduval.com](http://mcdougallduval.com)), an award-winning advertising, marketing and public relations firm located in Amesbury, Mass., announced it has been retained by Nichols Village ([nichols-village.com](http://nichols-village.com)), a state-of-the-art senior living community in Groveland, Mass. Under the agreement, the agency will assist Nichols Village in raising awareness of the award-winning community.

“We are eager to apply our creativity and communications expertise to spread the word about Nichols Village,” says Dan Duval, CEO of McDougall & Duval. “With the population aging, it’s important that people know that there is such a terrific facility nearby that offers the right mix of shared community and independence. We look forward to helping Nichols Village reach independent seniors across the North Shore.”

Located on more than 84 acres in Groveland, Mass., Nichols Village is a private, not-for-profit senior living community that combines state-of-the-art facilities with rural charm, coastal breezes and urban reach. Since opening its doors in 2004, Nichols Village has been nationally recognized by The Seniors Housing Council of The National Association of Home Builders with the Silver Achievement Award for community design. To learn more, visit [nichols-village.com](http://nichols-village.com).

### **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 [mcdougallduval.com](http://mcdougallduval.com).

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