

News Release

FOR IMMEDIATE RELEASE



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**DNA Creative Communications Selects the Cancer Society of Greenville County as its
2011 LIVE HERE GIVE HERE Partner**

Greenville, S.C. (March 3, 2011)—DNA Creative Communications, LLC (DNA) is pleased to announce the selection of the Cancer Society of Greenville County as the recipient of DNA's 2011 LIVE HERE GIVE HERE program. Through this annual partnership, DNA will donate services to strategically support the Cancer Society of Greenville County's communication and messaging through a variety of strategies.



The Cancer Society of Greenville County's mission is to improve the quality of life of local cancer patients and their families and to improve the health of the general public. To accomplish this, the agency provides financial, physical, educational, and emotional assistance to local cancer patients and their families, as well as promoting cancer awareness and prevention programs and distributing materials to the general public.

DNA created the LIVE HERE GIVE HERE program as a way to partner with local nonprofit organizations to help make a difference by donating services to support the organization's annual campaign. Projects include a combination of DNA's advertising, branding, public relations, special events and social media services within a defined scope determined by DNA and the recipient.

For more information, visit www.dnacc.com/liveheregivehere.php.

DNA Creative Communications

DNA is a full-service communications firm specializing in advertising, branding, e-communications, public relations and special event planning. The DNA team develops and executes strategies for clients in various arenas, including education, housing, healthcare, recreation and the environment. DNA offers an annual LIVE HERE GIVE HERE program – a pro bono initiative that allows DNA to select and partner with a local nonprofit to develop a sustainable communications strategy. DNA is the proud recipient of the Greenville Chamber's 2005 Small Business of the Year Award. For more information, please call 864-235-0959 or visit www.dnacc.com.

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