

News Release
FOR IMMEDIATE RELEASE



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DNA Creative Communications Welcomes London Whitson as AAF Minority Intern

Greenville, S.C. (June 22, 2009) – DNA Creative Communications (DNA) recently added London Whitson of Greer, as a summer intern. Whitson just graduated from Riverside High School and will attend USC upstate in the fall. She developed an interest in communications and advertising while on the yearbook staff at Riverside. Whitson was selected as an intern through the Minority High School Internship Program.

The Greenville branch of the American Advertising Federation (AAF) offers its Minority High School Internship Program, which gives high school students a glimpse at the advertising world to better guide their college career choices. The program is broken into two weeks. The first week, the selected interns visit a total of 5 local companies to get a broad overview of the advertising/communication industry. The second week, the interns choose one of the previous companies to gain hands-on experience in the business world.

Before choosing to spend her second week at DNA, Whitson visited a large advertising agency, a newspaper, a wide format printer and a commercial photography studio. At DNA, Whitson's activities will include assisting with press releases, copy editing and graphic design. This experience will be beneficial to a future career in the industry.

DNA Creative Communications

DNA specializes in advertising, branding, e-communications, public relations and special events services. Areas of expertise include government agencies, educational and financial institutions, medical practices, homebuilders, and nonprofits. An active Greenville community member, DNA is the proud recipient of the Greenville Chamber's 2005 Small Business of the Year Award.

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