

News Release
FOR IMMEDIATE RELEASE



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**Registration now open for Upstate nonprofit marketing education series:
DNA Creative Communications launching “Shine the Light on Your Nonprofit” next month**

Greenville, S.C. (May 4, 2010)– After receiving an overwhelming response to its annual LIVE HERE GIVE HERE pro bono initiative, DNA Creative Communications is hosting a series of six marketing and public relations seminars for Upstate nonprofits entitled “Shine the Light on Your Nonprofit.” DNA has developed this marketing education series as a resource to help the widespread communications needs among the local nonprofit community and is now accepting registrations online.

All local nonprofits interested in refining their communications efforts are encouraged to register for the monthly series beginning June 2 and continuing through November 2010. The “Shine the Light on Your Nonprofit” topics include:

- *Ignite Your Marketing Imagination*: a speed dating approach to marketing- June 2, 2010
- *Moving at the Speed of Light*: an intensive social media workshop- July 21, 2010
- *Finding the Spotlight*: a media panel on public relations strategies- August 18, 2010
- *Be a Beacon for Your Brand*: featuring Deb Sofield- September 23, 2010
- *Be a Social-Light for Your Organization*: social media advocacy for board members- October 13, 2010
- *Re-energize Your Event Planning*: a panel discussion of event planning and sponsorships- November 10, 2010

Program sponsors include A.T. Locke, Community Foundation of Greenville, Greenville Business Magazine, Greenville Forward and Martin Printing.

All seminars will be held at the University Center of Greenville. Mid-day sessions will include lunch and morning sessions will include light refreshments. For complete details, and to register for the series, please visit DNA’s website at dnacc.com or call 864-235-0959.

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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