

News Release

FOR IMMEDIATE RELEASE



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Whitney Howell Presents at 2009 South Carolina Cancer Alliance Annual Meeting

Greenville, S.C. (October 26, 2009) – DNA Creative Communications account executive, Whitney Howell, recently presented at the 2009 Annual Meeting of the South Carolina Cancer Alliance (SCCA). The SCCA is a state-wide coalition with more than 1,000 organizations and individuals focused on reducing the cancer burden in South Carolina. The annual meeting held on October 23, 2009 in Columbia, South Carolina was themed “Tools of the Trade” and served as an opportunity for members to exchange ideas and hear from guest speakers.

Howell’s presentation, “Becoming E-literate in a Social Media World,” addressed effectiveness of utilizing social media to achieve marketing goals. Howell explained specific strategies behind the various types of social media and how organizations and individuals can incorporate them into their marketing campaign to reach their target audiences, achieve communication goals, and increase awareness and donations.

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. For more information, please call 864-235-0959 or visit www.dnacc.com.

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