

NEWS RELEASE – FOR IMMEDIATE RELEASE

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INNOVATIVE WASTE MANAGEMENT SELECTS BAKER & ASSOCIATES

Baker & Associates, Inc. was recently selected by Innovative Waste Management, Inc. to develop its image and positioning campaign. Baker & Associates designed a new corporate logo and tag line, a 4/color direct mail piece, and a 4/color six panel brochure as well as a website for the company, www.innovative-waste.com.

Baker & Associates, Inc. is a unique marketing consulting, advertising and public relations agency based in Charleston, S.C. Founded by Charlie Baker in 1985, Baker & Associates utilizes a network of freelance consultants to develop marketing strategies that create and execute advertising and public relations campaigns. This concept offers each client a specialized art director/copy writer team selected to meet their individual marketing needs. Additionally, by working with freelance consultants, Baker is able to keep his overhead costs at a minimum, thus passing the savings on to his clients.

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