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**FOR IMMEDIATE RELEASE**

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## **DCC Marketing to Donate \$10,000 in Services to Charity Organizations in Celebration of 10-Year Anniversary**

*Illinois firm attributes national growth to customer loyalty and proven results*

**DECATUR, IL** – In celebration of their 10-year anniversary, DCC Marketing will donate a total of \$10,000 in marketing and public relations services to one or more 501C3 charitable organizations within the continental United States.

“We have built our organization around giving back to the communities we serve,” President and Founder Kara Demirjian Huss said. “From the beginning, DCC was built on the belief that we have a social responsibility to our community. As active members of many non profit organizations; we consider the giving of our time, talent and financial resources an integral part of our success.”

DCC Marketing is far from the typical ad agency. Founded in March of 2000 by young entrepreneurs, Kara Demirjian Huss and Katherine Smith, DCC was built with the idea of working differently from other agencies.

“Kara and I came from the business side of marketing. I was in banking, Kara in manufacturing and we had both had less than satisfactory experiences being a client of an advertising agency,” said Smith. “After realizing our common frustration with the lack of true business knowledge of the agencies that were serving us – we met at a Chinese restaurant and started building our plan for the creation of our own firm that would know business first and then apply the creative.”

After starting with a staff of three and no revenues, ten years later Demirjian Huss and Smith are running a \$2.5 million firm with 15 employees and serving clients across the US, Canada and Europe.

“Over the past decade we’ve weathered 9/11, two economic downturns and many challenges. I believe it’s because we take the time to learn our clients business and become a vested part of their companies that we have been a success. Most of all we deliver a broad scope of work that produces results and measurable growth for our clients. It’s really exciting to see our work in national venues like JC Penney Sears, Kroger, Walmart, Target Australia, the Wall Street Journal, Chicago Tribune, ABC Nightline, Life&Style, Pregnancy, FitPregnancy and more.” added Demirjian Huss.

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DCC attributes a portion of its growth to the physical location of the business. Situated in the quiet Midwestern town of Decatur, Illinois, DCC holds true to the notion that big city services don't have to originate in a big city.

“We provide a quality of work that many once believed only originated amongst the skyscrapers of Chicago, New York or LA,” says Smith. “And because of our location we can invest our dollars into the talents of our staff and maintain a rate that is a significant savings to our clients.”

DCC serves clients in a wide range of industries including healthcare, finance, retail, agriculture, manufacturing and government and safety. Clients range in size from start ups to Fortune 100 companies.

To qualify for the donated services organization must submit proof of current 501 C-3 status along with a brief summary of the organization's mission and overview of the project in which donated services would be used for. The scope of work may consist of, but not be limited to, branding or logo design, strategic planning, collateral/print development, public relations outreach and website development. Letters of interest must be received by May 1, 2010 and can be emailed to [charity@dccmarketing.com](mailto:charity@dccmarketing.com)

DCC Marketing, LLC is a full-service marketing, advertising, public relations, web, and design firm that fuses business strategies and creative design to develop and implement full-service marketing initiatives. Over the last 10 years, DCC has serviced a diverse client base with national and international boundaries, providing strategic planning, national and international market analysis, new product development, branding, creative design, governmental relations, sales training, employee communication and incentive programs, safety campaigns and media outreach strategies.

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