

November 5, 2009

FOR IMMEDIATE RELEASE

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MARKETGARDEN COMPLETES MARKETING PLAN FOR THE SENIOR SOURCE

DALLAS, TX – MarketGarden, LLC, a Dallas-based integrated marketing communications and branding agency, just completed its trademarked, 360° MarketCasting™ survey and planning exercise for The Senior Source of Dallas, a one-stop shop for senior services, including job searches, nursing home advocacy, money management, volunteerism and counseling on aging issues.

The pro bono project took approximately six months to complete and focused on helping The Senior Source clarify its marketing message and determine a plan for increasing donations and volunteer hours over the next 12-24 months.

In the process, MarketGarden interviewed more than 20 Senior Source staff, board members, donors, volunteers, customers and senior industry spokespeople. The agency also reviewed more than six key competitors in developing the 90-page plan.

The executive summary was presented to The Senior Source board on October 27, 2009 to rave reviews.

“We feel very enthusiastic about the program MarketGarden put forth for us,” said Becky Bright, board chairman of The Senior Source. “Our new theme line and marketing strategy clearly position us as the go-to nonprofit for aging services in greater Dallas.”

The new theme line, “The best thing about aging in Dallas,” will begin appearing in The Senior Source marketing materials immediately.

“Recognizing our limited resources and expanding need, MarketGarden provided several breakthrough ideas feasible for our guerilla marketing-sized budget,” said Betty Houser, director of communications for The Senior Source.

“We felt a close bond with The Senior Source, as MarketGarden serves several clients in the senior healthcare and senior living industries,” said Joe Zagorski, MarketGarden founding partner.

The Senior Source serves older adults at all income levels, from the most active to the very frail. For more information, visit [www.theseniorsource.org](http://www.theseniorsource.org) or call 214-823-5700.

MarketGarden was founded in 2004 to provide marketing, media and creative services to small- and medium-sized businesses in the senior care and high technology market spaces. For more information visit [www.marketgardenllc.com](http://www.marketgardenllc.com).

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