



**FOR IMMEDIATE RELEASE**

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## **Market M Selected by Volunteers of America of Illinois to Provide Collateral Support**

**Chicago, IL – August 8, 2007** – Today, Market M was selected by Volunteers of America of Illinois (VOA of IL), a private, not-for-profit, faith-based social service organization, to serve as its design team and develop a wide variety of collateral material for the organization as it expands services and programs in Illinois.

The collateral development projects will focus on creating a distinctive look and feel that bridges VOA of IL's long-standing history with its expansion of services and programs, while incorporating the branding standards of its national organization. The new materials will include:

- General agency collateral
- Program materials for the new Homeless Veterans program
- 2007 Annual Report
- Development/fundraising materials

"Market M's unique and fresh design perspective combined with its understanding of the non-profit world will give Volunteers of America of Illinois the creative, consistent and visually appealing materials we need as we grow and support new communities within Illinois," said Volunteers of America of Illinois President & CEO Nancy Hughes Moyer.

"We are very excited to be working with Volunteers of America of Illinois. It is an honor to have the opportunity to creatively lead one of the state's most notable non-profits into its new programming future," said Market M Founder & CEO Courtney Hill.

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### **About Volunteers of America of Illinois**

Volunteers of America of Illinois is a private, not-for-profit, faith-based, social service organization dedicated to helping people of all ages create positive and lasting change in their lives through programs that support, empower and transform. Volunteers of America of Illinois addresses today's most pressing social needs through a comprehensive continuum of services that include: foster care; kinship care; family reunification; adoption services; supportive housing for seniors and adults with disabilities; and services for homeless veterans. To learn more, please visit [www.voainninois.com](http://www.voainninois.com).

### **About Market M**

Market M is an integrated marketing firm focused on providing comprehensive project and campaign based solutions for small to mid-sized businesses as well as non-profits. We also help large companies and government agencies develop marketing campaigns targeting the small business marketplace, and serve as a low-cost alternative for developing marketing support material for companies of all sizes. To learn more about Market M, visit us online at [www.marketm.com](http://www.marketm.com).

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