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FOR MORE INFORMATION, CONTACT:

Keith Borkowski, 414.336.5714
for Stevens & Tate
Beth Ida Stern, 312.464.0716
For LUNGevity Foundation

FOR IMMEDIATE RELEASE

LUNGevity TAPS NEW MARKETING STRATEGY TO FUND RESEARCH AND BATTLE LUNG CANCER

Leading lung cancer organization to launch national events brand

CHICAGO –September 1, 2010 – LUNGevity Foundation is employing a new marketing strategy to fund research and fight lung cancer. LUNGevity has partnered with Chicago-based Stevens & Tate Marketing to create a new brand for its national events program, which includes more than 40 walks and runs across the country.

“We are delighted to be working with Stevens & Tate Marketing on this crucial project,” said Beth Ida Stern, Executive Director of LUNGevity Foundation. “We have an enormous opportunity to create the top-of-mind events brand in the lung cancer space. To bring our tens of thousands of event constituents across the country together under one unified brand, a brand that Stevens & Tate will help us create, is a powerful prospect. In order to increase the survivorship of lung cancer -- our number one cancer killer -- we need a strong and visible presence in the national advocacy domain. Our partnership with Stevens & Tate will allow us to gain this visibility

and attain the impact that other diseases, most notably breast cancer, have experienced from this kind of concerted effort.”

Dan Gartlan, president of Stevens & Tate Marketing, said his team is honored to be working with the LUNGeivity Foundation, whose mission they wholeheartedly support. “Working with an organization focused on impacting lung cancer survival is inspiring for us,” said Gartlan. “Ultimately, our combined success is measured by the increased funding for LUNGeivity to battle cancer. LUNGeivity Foundation was willing to help us implement our creative work. We are thrilled with the partnership. We are looking forward to measuring the project’s success.”

Gartlan said the agency’s Lend-A-Hand (LAH) program put out a nationwide call for nominations from non-profit organizations in health care with a offer for a \$30,000 marketing services prize to be awarded to one health care organization that meets the criteria used by the LAH judging committee, made up of Stevens & Tate directors. “We are looking for groups that can take the strategies and creative we develop and strongly implement them,” Gartlan continued. For more information on the Lend-A-Hand program and how to apply for an award, interested parties are encouraged to visit: Lend-A-Hand Marketing Giveaway www.stevens-tate.com/lend-a-hand or call 630-627-5200.

The inception of Lend-A-Hand was explained by Mark Beebe, principal of Stevens & Tate Marketing. “Time and time again, we have offered pro bono services, allowing us to infuse our shop with meaningful work. Last fall, we decided to pool our pro bono time and help two non-profit organization annually take their businesses to the next level,” he said.

“We recognize the challenges non-profits are facing, and we want to help,” said Beebe. “Not only is it good to give back to the industries that have helped our agency grow, but It also offers our team an opportunity to stretch their imaginations, working on new projects in new markets. LUNGeivity’s national events brand project is a strong example of what we look to support: a worthy and pervasive cause, a well-defined and executable project, and a great team of dedicated individuals.

About LUNGevity Foundation

LUNGevity Foundation was the nation's fastest growing charity in 2009. Its mission is to reduce, by half, the number of people who die from lung cancer by the year 2020 and to provide a community for those impacted by the disease. By funding research into the early detection and successful treatment of lung cancer, LUNGevity works to extend the lives of lung cancer patients and ensure a higher quality of life, post-diagnosis. For more information, please visit www.lungevity.org.

About Lung Cancer

- Lung cancer impacts 1 in 14 Americans and is the number one cancer killer – more than breast, colorectal, and prostate, ovarian, non-hodgkin's lymphoma, and melanoma cancers combined.
- More than 1.5 times as many women die from lung cancer as from breast cancer.
- Sixty percent of Americans diagnosed with lung cancer either never smoked a cigarette in their lives or had quit smoking.
- Less than 15 percent of people diagnosed with lung cancer survive five years post-diagnosis because of limited early detection opportunities.
- There is no widely available, effective early diagnostic test available today.

About Stevens & Tate

Stevens & Tate Marketing is a full-service advertising agency offering award-winning, on-strategy creative, integrated message development and cost-effective media planning and execution. Partnered with Endora Digital Solutions, its online and interactive web team, Stevens & Tate creates focused, targeted solutions for all its clients in the hospitality, travel, tourism, retail, health care, and real estate industries. Together, Stevens & Tate Marketing and Endora Digital Solutions Make Things Happen™. To review the agency's work, visit www.stevens-tate.com