



## NEWS RELEASE

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### **Sought After Account Goes to The Communications Group**

*BreastCare contract awarded to Little Rock firm in competitive process*

May 16, 2008; Little Rock, Ark. – **BreastCare**, a highly sought after marketing account, has been awarded to **The Communications Group** of Little Rock after the completion of a competitive bid proposal process. The process included both written and oral presentations by nine advertising and marketing firms, including two firms from out of state. The Communications Group has been the agency of record for the BreastCare account since 2001, but according to state procurement procedures the contract must be re-bid every seven years.

BreastCare is a program of the Arkansas Department of Health that provides free breast and cervical cancer screening and treatment for uninsured and underinsured women in Arkansas. **Dan Cowling**, agency president, said, “The people in our agency are very happy that we retained this account, because for many, BreastCare isn’t just an account, it’s a passion. We’ve been on the inside of the breast cancer fight in Arkansas since 2001 and we are very dedicated to making sure underserved women have access to screening and treatment.”

BreastCare enrollment has increased over 62 percent in the seven years that The Communications Group has been guiding the marketing campaign. The program enrolled 18,291 Arkansas women in 2007. Cowling said his agency’s specialty in public education and outreach programs gave them an edge in the competitive process. “The Communications Group has been doing public health outreach regionally for over 19 years and we know there are nuances and dynamics in public outreach and education that are simply not the same as the dynamics and motivations in traditional advertising. There’s really not another agency in the state with the kind of insight into these programs that we have,” Cowling said.

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The Communications Group is a Little Rock-based, full-service marketing, public relations and advertising firm specializing in government agencies, healthcare, social marketing, business-to-business, strategic communication and marketing planning. The Communications Group has been representing local, regional and national accounts since 1987 and is managed by partners Dan Cowling, Neal Moore and Dane Cowling. For more information, visit the Web site at [www.comgroup.com](http://www.comgroup.com).