



NEWS RELEASE

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Arkansas Sports Hall of Fame Museum Taps The Communications Group for Marketing Campaign

June 13, 2008; Little Rock, Ar. – The doors on the **Arkansas Sports Hall of Fame (ASHOF) Museum** have been open for over a year now and the museum has managed to accumulate hundreds of impressive artifacts and valuable sports memorabilia that represents some of Arkansas’ finest athletic heritage from race horses to race cars, football players to baseball players and much more. **The Communications Group**, a Little Rock marketing, advertising and public relations firm, was recently tapped by the museum to help make sports fans aware of the amazing array of artifacts housed in the museum.

ASHOF board member **Rex Nelson** said he asked The Communications Group to help the Arkansas Sports Hall of Fame Museum generate more visitors to the facility located on the west side of Alltel Arena. The Communications Group’s creative director **Neal Moore** has created new television and radio spots which will air on local stations and on the jumbo screen at Dickey-Stephens Park, home of the Arkansas Travelers.

“We have never seen our work appear on a jumbo screen, so it was really exciting to see it play,” said Moore, who worked with Little Rock production company George Creative Productions to produce the TV spots. The Works provided audio production. The Communications Group has also produced an outdoor design. Billboard space will be donated by Lamar Advertising. Web consulting will be provided by Simmons Consulting.

The Arkansas Sports Hall of Fame (www.ArkSportsHallofFame.org) is a non-profit organization dedicated to the selection, recognition, and acknowledgement individuals who, through outstanding achievement and accomplishments, have brought honor, prestige, and fame to the state of Arkansas. The Arkansas Sports Hall of Fame has been inducting outstanding athletes in Arkansas since 1959. **Ray Tucker** is executive director of the organization. The museum is open Monday through Saturday from 10 a.m. to 4:30 p.m.

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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.