

## NEWS RELEASE

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# The Communications Groups Picks up Three Accounts in 30 days

*Energy, Health Care and Agriculture among New Clients*

**June 6, 2010; Little Rock Ark.** – Little Rock marketing, advertising and public relations firm **The Communications Group** has picked up three accounts in a rapid succession of account wins. New accounts represent work in the energy, health care and agriculture industries.

**Dan Cowling**, agency president, announced Clean Line Energy Partners, LLC., of Houston, the Arkansas Soybean Promotion Board and Campaign for Healthier Families as new clients.

Cowling said [Clean Line Energy Partners](#) retained the firm to provide community outreach and public relations for a renewable wind energy transmission project slated for Arkansas and Oklahoma. The Communications Group has experience working with energy transmission firms in the region, including Texas Gas Transmission of Owensboro, Ky., Boardwalk Pipelines and GulfSouth Pipelines, both of Houston, Texas.

The ad agency beat eight regional and state firms to win the [Arkansas Soybean Promotion Board's](#) marketing campaign account. The board is dedicated to providing soybean producers in Arkansas an organization through which they can work for the improvement of the soybean industry. The upcoming marketing campaign will focus on the enormous impact soybeans have on the Arkansas economy, promote uses for soybeans and encourage interest among youth about careers in agriculture.

**Campaign for Healthier Families** is a program of the Division of Medical Services of the Arkansas Department of Human Services that includes the Healthy Baby program. Healthy Baby was built in response to Arkansas' ongoing challenge with premature births and infant mortality. The prenatal outreach program was designed by The Communications Group in 1991 as The Campaign for Healthier Babies. Through the years, the program has evolved to encompass health issues of concern to families and individuals of all ages under the Healthy Families program umbrella. Now in its 19<sup>th</sup> year, Healthy Baby focuses on using media and community outreach to encourage pregnant women to get into parental care early and make good health choices throughout their pregnancy. The program was recently put up for bid under mandatory state purchasing guidelines that require contracts to be rebid every seven years.

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