

NEWS RELEASE

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Early Childhood Account Goes to The Communications Group

Department of Human Services contract awarded to Little Rock firm

Nov. 3, 2009; Little Rock, Ark. – The marketing and advertising contract for the Quality Early Care and Education Campaign, recently branded as **Better Beginnings**, has been awarded to **The Communications Group** of Little Rock. The competitive bid proposal included both written and oral presentations by five advertising and marketing firms.

Better Beginnings is a program of the Department of Human Services that provides tools for self-evaluation and improvement for childcare providers across the state. The program also assists Arkansas parents in identifying quality childcare.

“We are pleased to obtain another account where the messages we help communicate to Arkansans can improve the quality of life across the state. Our agency has been providing public education and outreach regionally for over 20 years. It’s not just a niche, it’s also a passion,” said **Dan Cowling**, agency president. The agency also handles outreach campaigns for ARKids First, BreastCare, the Campaign for Healthier Families, the Department of Health’s Chronic Disease Division and the Healthy Baby prenatal care program.

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.

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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.