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Ascend Integrated Media Selected to Produce 2011–2012 Program for African-American Shakespeare Co.

Overland Park, KS (March 22, 2011) – Ascend Integrated Media LLC, and its operating brand Ascend Media, announces that it has been chosen to produce the 2011–2012 Program for the African-American Shakespeare Co.

Ascend will provide its services in writing, design, layout, production, printing and advertising sales to allow for the program to be a revenue generator for the company.

The 2011–2012 season will be the 17th for the African-American Shakespeare Co., which is located in San Francisco, Calif. This will be the first time they have had a professional program created with the entire series of performances housed in one piece. The program will be distributed to nearly 4,000 attendees over the course of the performance season.

“Being able to provide a program that represents the level of professionalism our organization deserves was of great importance to us. We were very impressed with the work Ascend produced for the Heart of America Shakespeare Festival last year and are thrilled for the opportunity to work with them to produce one for our upcoming season,” said Sherri Young, executive director of African-American Shakespeare Co. “Ascend’s ability to provide a turnkey project where every element is handled in-house, including the advertising sales, gave us great confidence and ease of mind. We look forward to a beautiful and financially successful program and an amazing 2011–2012 season.”

“We are proud to partner with such a prestigious drama company in such a great area of the country. Following our success last year with the Heart of America Shakespeare Festival in Kansas City, we are looking forward to yet another successful project that supports the dramatic arts,” said Eric Jacobson, vice president media development, Ascend.

About Ascend Integrated Media — [Ascend Integrated Media](#), LLC and its operating brand Ascend Media, is a custom media company, established in 1982 in Overland Park, Kan. Ascend Integrated Media is uniquely positioned to work with companies to develop and produce brand-enhancing communications products. The company engages on behalf of the client to create and manage print and digital content associated with marketing, branding and social media initiatives. Ascend's suite of fully integrated products and services includes print and digital magazines, newspapers, newsletters, membership directories, product buyers' guides, exhibit guides and maps, hotel door-drop services, health care study guides, patient care information, event-related websites, smartphone and client-specific handheld device application development, as well as social media account management and targeted text and text couponing services.