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## **Ascend Integrated Media chosen by Kansas City Nonprofit, SAVE, Inc. as publisher of eNewsletter**

**Overland Park, KS (July 20, 2010)** – Ascend Integrated Media has been chosen by SAVE, Inc., a local nonprofit whose mission is to provide comprehensive and transitional housing solutions for those living with or at risk for HIV/AIDS. Ascend will build and publish a monthly eNewsletter for the nonprofit in order to increase awareness of their organization, connect with donors, volunteers and supporters, as well as drive more traffic to their website through embedded links.

SAVE, Inc. was looking for a partner that could provide a more dynamic online version of their current print newsletter. They valued the guidance and consulting that Ascend provides to all of its clients in order to establish an editorial style, tone and direction to maximize the effect of their online efforts. The audience development strategies that Ascend uses to drive awareness and traffic through online marketing efforts was of great importance to SAVE, Inc., as well. One of the biggest advantages of using Ascend Integrated Media for this project was their ability to secure appropriate advertisers and sponsors. This ability helps offset the costs, which is always a big concern for nonprofit organizations as budgets are strict and stretching communications dollars is very important.

When asked why SAVE, Inc. chose to work with Ascend on its eNewsletter project, CEO Zori Rodriguez responded, “We were willing to invest more money than it would cost to use an ‘off-the-shelf, do-it-yourself’ eNewsletter tool because we want our eNewsletter done the best way possible. I am confident that our investment will increase our exposure to a broader audience and that it will drive additional monetary and supply donations, as well as grow our volunteer base. In addition, we like the environmentally friendly aspect of having an electronic newsletter.

Eric Jacobson, vice president, media development for Ascend Integrated Media, expressed the excitement felt by the company in being chosen by SAVE, Inc. “We will provide SAVE, Inc. a turnkey solution that is totally customized to its needs and that strengthens engagement with its constituents. In a way, we become an extension of its communications staff. SAVE, Inc. decided to work with Ascend to gain benefit from these services and our expertise.”

“This project’s work emanates from a wonderful organizational mission, which happens to have authored countless stories of success, courage and inspiration,” said Rhonda Wickham, Ascend’s Director of Content. “We are proud to be associated with such a fine organization and look forward to sharing these stories through this eNewsletter with SAVE, Inc.’s audience every month.

The monthly electronic newsletter will launch in August 2010.

**About Ascend Integrated Media** - Ascend Integrated Media is a custom content company, established in 1982, in Overland Park, KS. 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, annual reports, healthcare 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.

**SAVE, Inc.** - Founded in 1986, SAVE, Inc. has since grown into the leading social service housing agency in Kansas City, MO for those living with or at risk for HIV/AIDS. It helps nearly 700 individuals and families every single month find and maintain safe, stable, and affordable place to call home. SAVE, Inc. services a 15-county radius in both Missouri and Kansas and offers assisted living, referral services, rent and utility assistance, emergency assistance funds, and transitional and permanent housing.