

News Release

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ROMEOVILLE – ALLEGRA PRINT & IMAGING COMES TO AID OF NOT-FOR-PROFITS; OFFERS FREE CUSTOMIZED “EVENT” POSTERS THROUGH POSTERS WITH PURPOSE CAMPAIGN

For Immediate Release

Romeoville, IL, (February, 2008) – As many charities and other not-for-profit organizations are tightening their purse strings, one local printer is doing something to help.

Allegra Print & Imaging in Romeoville is offering qualified not-for-profit organizations up to 25 free customized posters that they can use to help promote fundraisers or other special events. Due to the stagnant economy, government funding cuts and declining donations, many not-for-profits are being forced to cut back on things like promotions and are struggling to get the word out about their organizations.

The posters are being offered through *Allegra Print & Imaging’s Posters with Purpose* program, part of the printer’s ongoing Community Care Campaign, a nationwide effort supported by the company’s franchise headquarters, Allegra Network. Not-for-profit organizations can have their customized message imprinted on an 11 by 17-inch poster with a full-color border. *(Organizations have a choice of 4 colorful border designs.)*

“As not-for-profit organizations are forced to reduce spending, many times the first thing to be eliminated is marketing,” said *Allegra Print & Imaging* owner *Tom Wilhelm*. “As a result, their visibility goes down at a time when it should be even greater. *Posters with Purpose* is designed to help organizations increase event attendance and strengthen public awareness.”

Allegra Print & Imaging communications consultants are available to assist organizations in *(choosing a poster design and in)* developing the poster message. They can also consult with organizations on developing other related materials such as invitations, flyers and event programs.

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“Print communication is an integral part of any successful event,” *Wilhelm* added. “Effectively promoting events – and creating a lasting impression on patrons and contributors – has never been more essential.”

Allegra Print & Imaging is a member of Allegra Network LLC, the world’s second largest printing franchise with nearly 500 locations in North America, Poland and Japan. Allegra Network is dedicated to supporting communities through a variety of local and national initiatives.

Allegra Print & Imaging in *Romeoville* is located at *201 W. Romeo Road, Romeoville, IL 60446*.

For more information, call (815) 886-0353 or visit the company’s Web site at

(www.AllegraRomeoville.com).

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