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Press Release

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Coral Springs, Florida Company Internet Marketing and Management Group Retained by the Parkland YMCA Family Center

Coral Springs, Florida, company **Internet Marketing and Management Group (IMMG)** has been retained by the YMCA of Broward County for the newly formed Parkland YMCA Family Center, which will operate the brand new City of Parkland Community Center from the New Year. **IMMG**'s immediate requirement is to complement the resources of the Parkland YMCA to launch the initial membership drive on December 8th, complete with the Parkland YMCA's own website for information and sign up.

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IMMG is developing a hybrid marketing campaign starting in earnest in the local community December 8th. Brochures, direct mail, notices in local newspapers, advertisements in Broward County's Sun Sentinel and flyers in schools will combine with promotional activity on the City of Parkland website. **IMMG** will launch the Parkland YMCA's own website for information and sign up. This developing web presence for the new Parkland facility is the center of a campaign designed to pre-sell 500 memberships prior to the opening of the new 24,000SF facility due to open January 1, 2008.

"It is immensely satisfying to be involved in this vital new Parkland community service," says **IMMG** founder and Parkland resident Wayne Marnell. "We are proud of our growing client base in lifestyle and health and fitness industries in South Florida, an increasing proportion of our National client base. This involvement with the Parkland YMCA is of particular importance, involving a well respected organization, with passionate leadership, in a venture which will directly benefit many families in Parkland."

The **Internet Marketing and Management Group** was founded on the belief that delivery of a rare blend of web-centered marketing and management skills supported by modern, web based technology, provides clients with that extra propulsion needed to turn ideas into richly rewarding business ventures and existing businesses with enhanced revenue streams.

Call **IMMG** on 1-888-Web**IMMG** (932-4664) for more information about their services and to learn how **IMMG** can bring you spectacular results by bringing their team together to add value to your company.

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