

Jan. 9, 2004

McMurry Reaches Out During the Holiday Season

Phoenix—On Dec. 17, McMurry and its staff hosted an incredible and memorable holiday party for the resident girls at Florence Crittenton School in Phoenix, including entertainment, giveaways, personal beauty sessions and a visit from a, let's say, "more teen-friendly Santa and his elves." Power 92 joined forces for this very special afternoon. Nine members of the Power 92 team came out to entertain the girls and provide numerous giveaways, including CDs and promotional items.

With hundreds of existing relationships throughout the community, McMurry was able to reign in two valley business owners, Kendall and Beate Ong of Valley business Mane Attraction and JR Perez of Beadrageous. Kendall Ong personally attended the event accompanied by two stylists, a manicurist and makeup artist. All girls received holiday hairstyles, manicures and/or makeup applications. JR Perez of Beadrageous and his wife Missy taught the girls how to make beaded bracelets. Beauty supplies and services—including five "Day of Beauty" gift certificates to Mane Attraction's day spa— were donated by Mane Attraction and its staff. Other gifts and favors were purchased and donated to the center by McMurry.

Ten baskets filled with beauty goodies, books, music and games were raffled off throughout the event. In addition, all girls received large plastic baskets full of accessories, makeup and candy along with fun colorful zipper tops.

Florence Crittenton Residential Group Home is designed to meet the needs of girls ages 10 to 18 who have experienced several forms of abuse, neglect and mental health problems. The Home acts as a safe haven, while providing a full range of individualized services and structured learning. The focus is on helping girls develop a sense of self-worth and an opportunity to grow into independent, successful young women. Residential girls are provided with shelter, clothing, meals, treatment, counseling, structured recreation, personalized education programs and social development skills.

McMurry also donated hundreds of gifts to both the Sojourner Center and West Valley Child Crisis Center this holiday season.

"This is just a tip on the iceberg of our giving. One staff member bought 107 bikes for needy kids, while many others another donated hundreds of gifts to the Sojourner Center and West Valley Child Crisis Center. The philanthropy coming out of our people is truly remarkable," said CEO Chris McMurry. "Our staff has been working overtime making contributions throughout the Valley this holiday season. They are fully living one of our corporate values, accept social responsibility."

One of the party highlights was when McMurry copywriter Rodney Alling, graphic designer Darren Halbersma, and desktop support specialist Wes Hanson, each handsome, young and over six feet tall, appeared as Santa and his elves.

Florence Crittenton Residential Group Home, which houses the school, is the recipient of a \$500,000 lead gift and matching grant to its \$7 million capital campaign from Theresa's Fund, the charity aimed at preventing domestic violence that was established in 1992 by Preston V. McMurry Jr. Grant monies come from donations made by McMurry staff and profits from the company itself.

About Florence Crittenton Residential Group Home

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About McMurry

McMurry (mcmurry.com), with three offices in Arizona and New York, offers a complete line of marketing communications services to a variety of clientele, including GlaxoSmithKline, The Ritz-Carlton Hotel Co., Amtrak, CBS, Aon, CVS Caremark, Waste Management, USAA and 24 Hour Fitness, as well as resources to more than 10,000 corporate professionals. The company has specialized practices in healthcare, finance and insurance. It is among the largest independent marketing communications companies in the U.S. and is recognized by the Great Place to Work Institute and Society for Human Resource Management as one of the top five “Best Small Companies to Work For” in the U.S.

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