

Oct. 7, 2004

McMurry and Client Partner for Better Bodies

Phoenix—You might exercise with a buddy or keep a journal for motivation to accomplish your fitness goals. But nothing could be a better motivator than the realization that more than 800,000 people will keep tabs on your progress.

That is the challenge that six McMurry staff members, along with one member's spouse, have accepted in the *Vim & Vigor* Challenge. The "lucky" seven volunteers will have their stories of success and tribulation monitored and then reported in *Vim & Vigor*, McMurry's 800,000 -circulation national health magazine that is custom published for hospitals across the country.

24 Hour Fitness, the largest privately held chain of health centers in the United States and a long-standing client of McMurry, is providing memberships to its facilities for participating McMurry staff, while McMurry is providing funding for personal training for each participant.

"This makes for a great story in our health magazine, since people like reading about how others have lost weight and improved their overall well-being," says Senior Editor Stephanie Conner. "Plus, it's another example why McMurry is the best place to work."

Earlier this year, the Best Places to Work Institute named McMurry as the top employer in Maricopa County for businesses with fewer than 250 employees. Shortly thereafter a local business magazine, *BizAz*, named McMurry one of its 20 Coolest Places to Work.

All 75 McMurry staff were invited to compete for the free memberships. To enter, they had to submit short explanations of their fitness goals. VP/Editorial Director Beth Tomkiw and President/CEO Chris McMurry reviewed the entries and made selections based on the diversity of goals.

"We have a story to write a year from now, and it will need to appeal to the magazine's broad demographic, so we needed to keep that in mind in making our picks," adds Tomkiw.

For instance, Database Marketing Director Joseph Abeyta has asthma that sometimes interferes with his ability to work out, so he wants to improve his cardiovascular health. Director of Tremendous People Lee Vikre has been on the Atkins Diet for a year and looks great after losing 20 pounds but now wants to be totally fit.

Assistant Editor Ashlea Deahl wants to use exercise and diet to stave off the effects of her multiple sclerosis. Says Ashlea, "I need to slap my daily fatigue in the face and work my muscles as often as I can."

Other participants are Prep Specialist Allison Aamodt and her husband Chad, VP/Business Development Stephen Williams and Sales Assistant Shannon Moore.

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.

-more-



Contact

Katie Haney, Strategic Communications Specialist

P: 602-395-5850

E: Katie.Haney@mcmurry.com

