

# ON TARGET COMMUNICATIONS

writing & design. project management. public relations.

**For Immediate Release**

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Contact:

Susan D. Wagner 978.852.8563 sdschwagner@earthlink.net

Lori E. Schafer 774.345.0838 Schafer99@gmail.com

Photo attached.

Caption info L-R: Chef Louis Schorr of Foodingaround.com, Paul T. Barber of Flying Rhino Café, and Susan D. Wagner of On Target Communications enjoying the great tastes at the 2008 Taste of Shrewsbury Street.

## ***On Target Communications To Promote Worcester's "Restaurant Row" Woman-Owned Worcester Agency is Selected by Shrewsbury Street***

(Worcester MA) – On Target Communications (OTC) is pleased to announce its selection as the Agency of Record for new client Shrewsbury Street Area Merchants Association (SSAMA) of Worcester. The new arrangement will serve to promote the nonprofit SSAMA's unique public events, develop a new logo identity and promotional collateral for the organization, and build and maintain a new web site.

*"Our programs and mission keep growing, and we needed more help," confirmed Michael Carrigan, President of SSAMA. "Working with the OTC partners fit our vision and our agenda, and we are pleased to start this new working relationship, and are already seeing great results."*

The partners began by working on the annual Taste of Shrewsbury Street. From event logo concept and design, to collateral writing and design, to comprehensive event promotion throughout New England and beyond, OTC put its vast array of diverse services to good use for the new client. *"It was so exciting to jump in and run with this wonderful event and then to see the huge crowds lining Shrewsbury Street all evening. The regional media really stepped forward and helped us to make sure that The Taste was constantly in the public eye,"* enthused Lori Schafer, Managing Partner of OTC.

*"Serving grassroots nonprofit organizations like SSAMA is very satisfying," confirmed Susan D. Wagner, OTC's other Managing Partner. "We are bringing our extensive talents and experience to this client's important and exciting projects, for the benefit of not just their membership, but the Worcester community and beyond. This City definitely needs strong grassroots promotional efforts to make its diverse and exciting neighborhoods the destinations that they should be."*

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Lori Schafer  
774.345.0838

[www.ruOnTarget.com](http://www.ruOnTarget.com)

Susan Wagner  
978.852.8563

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Additionally, OTC has developed a brand new logo for SSAMA, reflecting the day and night character of the street. OTC and SSAMA aim to showcase the association as one of the leading nonprofit business organizations in the City of Worcester.

SSAMA also has tapped OTC to produce an informational brochure that tells the organization's story and promotes member businesses. The four-color multi-fold project will require the design of an extensive street map highlighting member businesses and neighborhood landmarks, as well as provocative writing and overall compelling design. The brochure will be used to promote the street throughout the City of Worcester and beyond.

A new web site with interactive features and numerous pages designed to promote member businesses, generate sales, and drive traffic to the street in a user-friendly manner is also on the work order for OTC.

And, finally, OTC will design and write the collateral for the upcoming Shrewsbury Street College Shuffle 2008. The agency will also work to secure sponsorships for the event, build exciting day-of-event program attractions, and help to brand the Shrewsbury Street College Shuffle as a preeminent student event in New England.

## **About On Target Communications**

On Target Communications is a women-owned strategic communications firm providing comprehensive public relations, local and national media campaigns, and writing and design services. Based in Worcester MA, the shop is managed by partners Susan D. Wagner and Lori E. Schafer. Current clients include Lifespan, SafeSourcing, UMass Memorial Medical School's Walk to Cure Cancer, Bancroft School of Massage Therapy, Talking Information Center (TIC), and LightLab Designs.

For further information, visit [www.ruontarget.com](http://www.ruontarget.com).

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