

**TEPLOW  
CUCURULLO**  
COMMUNICATIONS

68 Harvard Street, Brookline, MA 02445  
(617) 566-6710 fax (617) 566-8936

**FOR IMMEDIATE RELEASE**

Contact: Robin Agricola, Account Manager  
Teplow Cucurullo Communications, LLC  
68 Harvard Street  
Brookline, MA 02445  
T (617) 566-6710  
F (617) 566-8936  
robin@tepcuc.com

**TEPLOW CUCURULLO COMMUNICATIONS CONTRIBUTES PRO-BONO BRANDING TO  
BIRTHDAY WISHES, Inc.**

*--Marketing and design firm donates its creativity and design expertise to Boston-Based Charity--*

**BOSTON, Mass.** (27 September 2007)- Teplow Cucurullo Communications, LLC (TCC) announced today its pro-bono partnership with Birthday Wishes, Inc., a Boston-based charity that provides homeless children with birthday celebrations. TCC will design a logo for Birthday Wishes, Inc. and move forward to create consistent marketing and corporate ID collateral.

The branding initiative is currently underway and includes logo and marketing collateral design that will help increase awareness and solidify the brand image of Birthday Wishes, Inc. TCC and Birthday Wishes, Inc. have been working closely with each other to ensure that the final products accurately represent the exciting, humanitarian nature of the charity. "Our goal is to develop a memorable brand image that represents the objectives of Birthday Wishes and stays in the forefront of people's minds," says Jon Teplow, the president of TCC.

"We're very excited about this partnership and look forward to having a strong brand image that will clearly communicate our mission to volunteers, donors and shelters," said Rachel Freeman of Birthday Wishes, Inc.

The new Birthday Wishes, Inc. brand image was revealed in Spring 2007. You can view the new logo at [www.birthdaywishes.org](http://www.birthdaywishes.org).

**About Teplow Cucurullo Communications**

Teplow Cucurullo Communications, LLC, is a full-service brand marketing and design firm dedicated to serving the integrated marketing needs of businesses across several industries. Branding initiatives include market strategy, creative concept, website and email design, direct mail, outdoor signage, corporate identity, print advertisements, catalog, packaging & merchandising, and trade show collateral. Some of TCC's clients include mindSHIFT Technologies, Phantom Gourmet, Wilmer Cutler Pickering Hale & Dorr, LLP, Harvard University Group Health Program, Emack & Bolio's, Two Ten Footwear Foundation and The Zone 790 AM Sports Talk Atlanta. For more information visit [www.tepcuc.com](http://www.tepcuc.com).