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## Press Release

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### **Florida Company IMMG Charity Fundraising Retained by Local Charity DFYIT, Drug Free Youth in Town.**

Local charity DFYIT, Drug Free Youth in Town, has retained Coral Springs, Florida-based IMMG Charity Fundraising to develop new fundraising programs. The company's first project is a high-quality coupon book developed by IMMG in cooperation with local merchants. DFYIT members will sell the book for \$20; with a sales goal of 10,000 the project will provide monetary support and visibility to the charity's mission.

Coral Springs, Florida-based IMMG Charity Fundraising has been retained by Miami-based charity DFYIT, Drug Free Youth in Town. DFYIT is a CARF accredited, nationally recognized, school-based substance abuse prevention organization that focuses on, and gives recognition to, students who choose to live and promote a healthy, productive drug-free lifestyle. The initial focus of the partnership is the development of a coupon book. DFYIT members will sell the book to support ongoing programming including providing adolescents with leadership development, drug awareness counseling, conflict resolution and pro-social involvement in their school and community. The coupon book will contain thousands of dollars' worth of coupons for local merchants including grocery stores, restaurants, coffee and recreational activities. The 5,000+ local DFYIT youth members in Miami-Dade and Broward Counties will be selling the book for \$20; their goal is to sell 10,000 books. In addition to helping raise funds for local programming, kids will be earning prizes such as movie tickets, iPods and iPads.

IMMG Charity Fundraising has developed an interactive website, [www.dfyitbook.com](http://www.dfyitbook.com), where consumers can go to view and purchase the coupon book as well as learn more about DFYIT and their mission. Local merchants can also find information about being included in the coupon book at the site. IMMG Charity Fundraising Ideas CEO Wayne Marnell is excited about this opportunity, "working with Micah (DFYIT Executive Director, Micah Robbins) on this project has been a fantastic collaboration. With our marketing efforts, and DFYIT's huge core of enthusiastic members, this fundraiser promises to be a big success. We are looking forward to growing the relationship into a long and successful partnership."

IMMG Charity Fundraising, a subsidiary of Internet Marketing and Management Group (IMMG), provides charities with real sources of funds. IMMG Charity Fundraising Ideas helps qualified charities raise money that will make a difference. They provide campaigns that can be implemented quickly and repeatedly so sustainable cash flow becomes a reality. By combining the experience from parent company Internet Marketing and Management Group (IMMG) with the newest internet technologies, IMMG Charity Fundraising is uniquely equipped to meet the unique fundraising needs of charities. The integration of traditional printed materials with interactive websites, animated videos and online ordering make the fundraising process effortless and meaningful.  
[www.immgcharityfundraisingideas.com](http://www.immgcharityfundraisingideas.com)

Internet Marketing and Management Group (IMMG) provides Web-centered, integrated marketing and management solutions that help organizations enhance identity, increase profit and productivity, and connect with customers. IMMG was founded on the belief that they can provide clients with the tools they need to outperform their competition by delivering integrated services and providing a single, cohesive source for Web-centered marketing and management expertise, supported by cutting edge, Web-based technology.

Services include Website design, logo design, and print materials design; SEO (Search Engine Optimization to get client companies on Page One of Google); PPC; marketing campaigns; branding; managed ROI; and public relations. With each client, they deliver value-oriented services that help clients dominate the competition and are FAB-integrated; these include FAB 1-8PASS and e-Branding; FAB 2-Website and e-tracking; FAB 3-marketing campaigns; and FAB 4- Sales Cycle. IMMG's philosophy is to use the best technology possible; use the most creative, cost-effective, and measurable methods to deliver a compelling message through that technology; create strong client relationships that promote trust and eliminate traditional pay-per-project concepts; offer unlimited access to the best technology through a manageable monthly payment plan; and create standardized processes that can be delivered in an integrated fashion, which propels the company's methods and message to value-oriented solutions that cannot be achieved otherwise. The IMMG Solutions Teams build more than Websites; they build businesses.  
[www.webimmg.com](http://www.webimmg.com)

IMMG Promos and Gear provides apparel, premiums, corporate gifts, giveaways and promotional material of all kinds for corporations throughout the United States. IMMG Promos and Gear is Internet Marketing and Management Group's sister company and helps clients market with appropriate and timely products and apparel.  
[www.immgpromosandgear.com](http://www.immgpromosandgear.com)

IMMG Business Printing, a subsidiary of Internet Marketing and Management Group, provides quality print collateral at wholesale prices for businesses throughout the country, including printers, print brokers, retail, medical, not-for-profit and service related companies. Anything that can be printed including flyers postcards, stationery, business

cards and banners, IMMIG Business Printing can print it. Design work is provided through Internet Marketing and Management Group, making IMMIG Business Printing a one-stop shop for all printing needs. [www.immgbusinessprinting.com](http://www.immgbusinessprinting.com).

IMMG Video Animation, a subsidiary of Internet Market and Management Group (IMMG), creates exceptional animated videos that cut to the heart of what a company is all about. In an increasingly visual market space, capturing the attention of information-seeking consumers needs to happen in an instant. With an IMMIG animated video, a company's value proposition is clearly explained leaving the viewer with no questions and a clear call to action—all in about 60 seconds. The incorporation of animated videos translates into longer site visits, increased retention of message, and higher customer conversion rates. IMMIG Video Animation's creative team will translate your company's message into a succinct, unique and memorable visual marketing package. [www.animationvideoproductions.com](http://www.animationvideoproductions.com).

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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