

4321 W. College Avenue
Suite 250
Appleton, WI 54914

P. 920 380 4444
F. 920 380 4445

www.coalescemarketing.com

FOR IMMEDIATE RELEASE
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Coalesce Announces Social Media Contest and Kindle Give-a-Way

APPLETON, Wis. – Coalesce, Inc., a strategic marketing and design firm, recently announced the launch of a one-day social media contest and Kindle give-a-way, set for Friday, August 21, 2009.

Teaming-up with Jason Sadler, founder of iwearyourshirt.com, a “365 days of sponsored t-shirts” endorsement, Sadler will proudly wear a Coalesce t-shirt throughout the day and blog about his experience. The other 364 days of the year he will do the same for other companies and organizations, nationwide. On Friday, August 21st, Sadler will not only sport one Coalesce t-shirt – but eight!

To qualify for a chance to win a Kindle, participants are asked to follow Sadler’s blog at www.iwearyourshirt.com/blog on the day of the contest and look for the messages displayed on each of the Coalesce t-shirts. Participants are then asked to “retweet” the t-shirt message on Twitter. For each of the eight messages a participant retweets, their name will be entered into a drawing to win a Kindle. The winner will be announced via the Coalesce blog on Monday, August 24, 2009.

“Using Twitter as a contest communication hub,” explains Alison Maresh, social media specialist for the agency, “we hope to excite a crowd, build relationships, and drive traffic to our other social media sites, including our Coalesce blog, Facebook page and Web site by inviting followers to participate in our contest.”

For further contest details, visit the [Coalesce blog](#).

About Coalesce, Inc.

Founded in 2004 by owners Michelle Richard and Lisa Piikkila, Coalesce, Inc. is a Wisconsin-certified Women-Owned Business Enterprise (WBE), providing a full range of strategic marketing and communications services to client businesses and organizations. Coalesce was recognized as the State of Wisconsin’s 2009 Emerging Small Business of the Year and is the Fox Cities Chamber of Commerce & Industries 2008 Rising Star Award winner.

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For More Information, Contact:

Dana Kohlbeck
Public Relations Specialist
Coalesce, Inc.
Phone: (920) 380-4444
Email: dana@coalescemarketing.com

