



## Press Release

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FOR IMMEDIATE RELEASE

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### **Bluetooth Creative Group Creates New Multimedia Campaign For Town Of Hempstead Industrial Development Agency**

*January 1, 2008* — (ROCKVILLE CENTRE, NY) — A newly launched campaign produced by Bluetooth Creative Group, is helping the Town Of Hempstead stimulate development and growth within its borders through its Industrial Development Association (IDA). The Town Of Hempstead IDA exists specifically to help small businesses build or expand their companies — or relocate — inside town limits.

“Too often, small businesses face a variety of obstacles that hamper their plans,” explains Fred Parola, Executive Director of the Town Of Hempstead IDA. “In Hempstead, the IDA helps them cut through bureaucratic red tape, deal with local laws and variances, and even find lower-interest financing. Our sole mission is to make it easy for retail, industrial, manufacturing, and financing companies to prosper and grow, both for their benefit and those who live in our communities.”

To generate awareness among small businesses within the tri-state area concerning all the IDA can do for companies, the Town of Hempstead called on Bluetooth Creative Group to “get the word out.” The Agency responded with an integrated marketing campaign incorporating traditional print, radio, and cable TV advertising, as well as a variety of carefully targeted online promotions.

“We wanted to convey the broad spectrum of services small business can take advantage of through the IDA,” explains Bluetooth Creative Group President Steven Ehrlich. “From tax incentives and financing to relocation assistance and more, this campaign covers the full range of the organization’s capabilities outlining the numerous resources available for the business community within the tri-state area.”

Since 1972, the premier Long Island advertising agency Bluetooth Creative Group (formerly Ehrlich Advertising) has been helping local companies, tri-state area businesses and regional/national brands reach their marketing goals faster and more cost efficiently, with greater loyalty. Bluetooth Creative Group promises *evolved thinking* every day by capturing opportunities missed by less advanced agencies; then power-leveraging them with fully muscled strategies and turn-on-a-dime executions. The agency’s professionals are experts at creating a competitive edge for its clients that translates to a higher client ROI — and a winning bottom line. Located in Rockville Centre, Bluetooth Creative Group is a proud member of the American Association of Advertising Agencies.

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