

**News from:** Farris Marketing

**Date:** June 16, 2011

**Contact:** George Farris, president/CEO • (330) 770-9496

## **Farris Marketing Adds New Healthcare and Direct Marketing Clients**

BOARDMAN, OHIO — Farris Marketing has added two new clients to its diverse client base.

### **BRIARFIELD HEALTHCARE CENTERS**

Farris is undertaking a complete marketing and repositioning campaign that includes TV spots, brochures, newsletters and other collateral materials — as well as a revamped website — for Briarfield Healthcare Centers, which operates eight facilities in Mahoning and Trumbull County that offer rehabilitation, senior care and retirement living services.

### **REVENUE DEVELOPMENT RESOURCES, INC.**

Farris has been retained by Revenue Development Resources, Inc., a Dallas, Texas-based firm that provides radio stations nationwide with marketing tools that build audience and generate revenue across multiple platforms — including broadcast, direct mail, web, e-mail and other digital media. Farris is producing large-format, multi-page digital and printed consumer sales promotion pieces for the firm's client stations that feature games, contests and advertisements.

Farris Marketing, headquartered in Boardman, develops and executes strategic marketing efforts — including websites, sales materials, advertising and internet marketing.

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