



For Immediate Release

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GCG Logos Chosen for New *Master Library* Series

FORT WORTH, Texas — March 16, 2009 — Fort Worth advertising agency GCG Marketing today was chosen to feature two of its logos in the inaugural LogoLounge® *Master Library* series, *Initials & Crests*. The two logos chosen were for Hell's Half Acre and Mesa View Regional Hospital.

The Hell's Half Acre logo was created for the 10th District American Advertising Federation Convention in 2007. The convention was set in downtown Fort Worth to pay homage to the city's long history of advertising. The Mesa View Regional Hospital logo was created as part of a campaign to re-brand the community hospital in Mesa View, Ariz. Brian Wilburn, senior art director at GCG, designed both logos.

"I'm happy to see both of these logos get some recognition," said Neil Foster, GCG president. "There was a lot of hard work put into both of them, and it's nice to earn accolades beyond the value the artwork has already added to the client's marketing efforts."

The new LogoLounge® *Master Library* is a series that will present various logo design work from creatives around the world. Each book in the series will focus on a specific logo design category, such as initials and crests, typography and people.

About GCG

Fort Worth, Texas-based GCG Marketing is a full-service marketing firm providing strategy and consultation, along with advertising and public relations services, to clients in the healthcare, corporate, consumer and business-to-business arenas since 1973. For more information, visit www.gcgmarketing.com or read the GCG blog at www.gcgideas.com.

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