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## **MEDIA RELEASE**

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**For Immediate Release**

### **YATES & ASSOCIATES DONATES LOGO DESIGN FOR RED CROSS MAD HATTER'S TEA**

**JENSEN BEACH, Florida/February 20, 2008** –Yates & Associates, Public Relations & Marketing, has donated the creation and design of a signature logo for the American Red Cross Martin County Chapter's newly announced *Mad Hatter's Tea and Fashion Show*. The signature logo is designed to capture the fantasy and whimsy of the special tea and fashion show.

“From the teapot that almost seems to be alive to the magic that is found in the Mad Hatter's top hat, the logo captures the fun atmosphere of the upcoming tea,” said John Brazelton, Art Director, Yates & Associates, Public Relations & Marketing.

“There's even an invisible rabbit that can be seen sneaking a sip of Red Cross tea from the other side of the looking glass-shaped logo,” added Brazelton. Brazelton and the Yates creative team created the logo with input from the American Red Cross.

The *Mad Hatter's Tea and Fashion Show* will be held at Miles Grant Country Club on March 20. “We are proud to support this first ever event for the American Red

Cross Martin County Chapter with the creation of this signature logo,” said Dorothy Kamm, Regional Vice President, Yates & Associates. Kamm will receive recognition on behalf of the Yates’ creative donation during the *Mad Hatter’s Tea and Fashion Show*. Yates made the donation as a way of giving back to the American Red Cross for the excellent job the organization has done in its more than 82 years of service to Martin County.

Yates & Associates is award-winning, full-service public relations, advertising, and marketing firm headquartered in Jensen Beach, with offices in Miami and Orlando, Florida.

For more information about Yates & Associates other services, including website design, optimization, and hosting, contact Yates & Associates’ Regional Vice President Dorothy Kamm at (772) 225-1292, or visit their website [www.YatesPRO.com](http://www.YatesPRO.com).

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**Media Note: Logo image available.**