



[FOR IMMEDIATE RELEASE]

Ant Hill Marketing, The Art Institute of Portland Partner to Develop New Website for Virginia Garcia Health Center

In encouraging local creative talent, the brand agency will guide students in a web raising event to be held on Saturday, April 18

PORTLAND, ORE – April 15, 2009: Reminiscent of an old-fashioned barn raising, students from Art Institutes across the country are set to conduct [web raisings](#) for non-profit organizations in their communities. These are unique efforts to increase the online presence of such organizations, and they include an effort by The Art Institute of Portland, which in partnership with Ant Hill Marketing is creating a new website for Virginia Garcia Memorial Health Center that will be developed and launched on Saturday, April 18th.

“We saw this collaboration as a strong public-private partnership, and a great opportunity to work with The Art Institute of Portland for the benefit of our client, Virginia Garcia,” said Kim Brater, principal of Ant Hill Marketing and certified brand strategist. “We want to engage the top students at the institute – who represent the up and coming creative talent here in Portland – to help launch a website that embodies the Virginia Garcia brand in the community.”

Guided by the brand position and creative direction Ant Hill Marketing established for Virginia Garcia – and utilizing the creative assets provided by the agency – students at The Art Institute of Portland will design and program the new website and bring it online, all in an eight-hour period.

“This event is the culmination of months of hard work by our talented students,” said Griffin Walker, full time instructor, Web Design & Interactive Media Department. “And partnering with Ant Hill Marketing makes it all the more meaningful because they can see how these kinds of projects are handled by an agency, which gives them valuable practical experience.”

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“The new website is an important step toward our goal of increasing the integrated healthcare services we can deliver to underserved populations,” said Gil Muñoz, CEO of Virginia Garcia. “We’re very grateful to Ant Hill Marketing and the Art Institute of Portland for the time and expertise they are dedicating to this project. And we’re very excited to see the end result.”

The local event is scheduled to run from 8:00 a.m. to 5:00 p.m. at The Art Institute of Portland, 1122 NW Davis St., in Portland. The official presentation of the new Virginia Garcia site is planned for 5:00 p.m.

About the Art Institute of Portland

The Art Institute of Portland is one of The Art Institutes (www.artinstitutes.edu), with over 40 education institutions located throughout North America, that provide an important source of design, media arts, fashion, and culinary arts professionals.

About Ant Hill Marketing

Founded in 1997, Ant Hill Marketing LLC is a brand and marketing services company located in Portland, Oregon. It is the only Certified Brand Strategist firm in the Northwest and has extensive experience in healthcare, financial services, sustainable, technology and other industries. For more information, visit our website (www.anthillmarketing.com), follow company updates on Twitter (www.twitter.com/anthillmktg), or call 503-236-3192.

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