



FOR IMMEDIATE RELEASE

Wanna get a reaction? Infuse Five launches its marketing and events firm leveraging its creative customized approach

OTTAWA, ON – October 17, 2007 – *Infuse Five* is the card you keep in your back pocket. Just launched in Ottawa, Canada, Infuse Five offers unique marketing, trade show and event management – with the focus on full client experience. It seeks to become the most innovative MarCom and event firm across North America that effectively drives target audiences to respond. Infuse Five focuses on the full client experience and leverages what makes the client unique from their competitors. To affect all the senses.

They want to generate most value for the client. They affirm that they actually listen to what a client has to say, do their own research, then develop a plan that produces more than nice looking collateral or typical conferences. *Infuse Five* works to persuade, provoke, and produce enduring results – compelling marketing, communications and signature events.

“We work closely with our clients to develop individual and practical solutions, using our listening skills and a strong strategic process. We want to help associations and corporations generate quality leads that will translate into sales. And, to make outsourcing this expertise stress free ,” says Principal Consultant, Sandra Hamway. “We know many of these organizations are accountable to their Boards. We’re all about achieving true results for the client – and that means we’re there afterward to evaluate the level of success and to further enhance the next efforts.”

Sandra Hamway holds over 15 years of strategic marketing, trade show and event experience specializing in associations and corporations. Her expertise includes strategic lead generation campaigns such as direct mail programs, communications, and trade show and event management. She has planned, promoted and executed hundreds of corporate events and activities across Canada and the USA. With her track record, it’s no wonder she’s finally decided to start her own firm.

About Infuse Five

Infuse Five’s goal is simple. It’s to learn your business inside and out in order to drive growth and create bottom line results. Mostly geared toward associations and corporations across North America, *Infuse Five* consistently delivers strategic counsel, and excels at project management. *Infuse Five* can take a client’s project from start to finish – with attention to every detail – while leveraging a core set of trusted suppliers and partners. For further information please call 613.884.7714 or visit <http://www.infusefive.com>.

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