



2241 cape heather circle
cape coral, fl 33991
(239) 344-6711
www.acgteam.com

7/19/2007

FOR IMMEDIATE RELEASE

ALIAS CREATIVE GROUP TO PRODUCE NEW FUND RAISING VIDEO
FOR BARBARA'S FRIENDS, THE CHILDREN'S CANCER CENTER

Barbara's Friends and the Children's Cancer Fund, along with the Lee Memorial Foundation and the Children's Hospital, has selected Alias Creative Group, Ltd. to produce their upcoming winter 2007-2008 fund raising video. The video will be displayed at fund raising events and will be distributed on DVD disks for future fund raising mailing campaigns.

The video will feature a unique insight into the daily operations of the Cancer Center from the point of view of the children and their parents. The video will inform the public of the services the Cancer Center provides, increase the level of awareness of its many invaluable functions to our community, and it will help people to better understand and appreciate the challenges and support many children and their families experience in these crucial, life-threatening times.

Alias Creative Group has experience in producing impactful, long format videos for the purposes of instructional, fund raising, and recruitment for all types of organizations including non-profits and corporations.

"We have been involved with Barbara's Friends and the Lee Memorial Foundation for over seven years in various capacities. We are very proud to help Barbara's Friends and the Children's Cancer Fund with their latest fund raising efforts and we look forward to the unique challenges this video presents to our crew," remarks Aaron Belchamber, Media Director of Alias Creative Group.

Alias Creative Group, Ltd. Co. is a local advertising agency/production house located in Southwest Florida. Preview some of their work and find out more about them at www.acgteam.com, or call (239) 344-6711.