

NEWS RELEASE



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MONTGOMERY COUNTY ASSOCIATION FOR THE BLIND CHOOSES THE SIMON GROUP FOR PUBLIC RELATIONS CAMPAIGN

Sellersville, PA, October 2005 – Montgomery County Association for the Blind (MCAB), a private, nonprofit organization offering a wide range of services to area residents with vision loss, has chosen The Simon Group to develop and execute a comprehensive public relations campaign to increase community awareness about the association and the services it provides.

The campaign will emphasize MCAB's services and programs as well as its fundraising events, including the annual Golf Invitational and Visions of Autumn events. MCAB currently serves 2,000 blind and vision-impaired residents with a number of services and programs including therapy, orientation and mobility, summer camp, home rehabilitation, computer access technology and Braille, employment, recreation groups, vision screening, social services, transportation, cassette book machines and support groups.

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Douglas Yingling, executive director, noted, “The Simon Group offers both the experience and the energy necessary to help us promote MCAB's message to our community. We are thrilled that they are assisting us in our mission to provide high quality services to those dealing with vision loss and blindness.”

Montgomery County Association for the Blind's mission is to enhance the life and independence of people coping with blindness or vision impairment through rehabilitation, education, support and advocacy. Founded in 1945, MCAB is the only organization in the area providing comprehensive rehabilitative services to the visually impaired community. The association offers an extensive range of specialized services designed to help people regain their confidence, independence, self-sufficiency and self-esteem after vision loss. Montgomery County Association for the Blind is a private, nonprofit organization and not part of county government.

Founded in 1986, The Simon Group, Inc. is an award-winning, full service business-to-business marcom agency specializing in high technology and industrial accounts, particularly in the electronics, instrumentation, military/aerospace, construction, and test and measurement industries. Headquartered in a restored 18th century fieldstone farmhouse in Sellersville (Bucks County), PA, the agency has clients throughout the world. Visit www.simongroup.com.

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