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NIXdesign Named Agency of Record for Keep North Carolina Beautiful
Local Strategic Marketing And Interactive Communications Firm
Selected By Environmental Education Program

RALEIGH, N.C. — Carol Fountain Nix, president of NIXdesign Inc. (www.NIXdesign.com), a full service strategic marketing and interactive media firm has announced that the firm has been selected as the agency of record for Keep North Carolina Beautiful (KNCB). KNCB is a state affiliate of Keep America Beautiful, the nation's largest volunteer-based community improvement/education organization with a network of 1,000 affiliate and participating organizations. The program promotes educational and volunteer programs locally and provides financial assistance to enhance the cleanliness and beautification of North Carolina. NIXdesign will develop a complete brand package from print to interactive media for KNCB. For more information on the program, visit www.keeppncbeautiful.org

QUOTES:

"Keep North Carolina Beautiful is excited to use new media to reach a broader audience with the messages of litter prevention, waste reduction and beautification," said Executive Director Brenda Ewadinger. With the appeal of a new logo design, brand materials and a powerful new web site, we will enhance our effort to encourage individuals to take greater responsibility for the cleanliness of their environments."

"I am thrilled to be working with Keep NC Beautiful because my firm has both a personal and professional interest in their mission. As one of Raleigh's first interactive media firms, NIXdesign is "proud to be selected to develop the web site and branding campaign," said Nix.

About NIXdesign, Inc.

NIXdesign is a Raleigh-based strategic marketing and interactive communications firm that specializes in design, interactive media, and full range branding packages delivered "from concept to code." Established in 1992, the firm combines targeted research with powerful messaging and strong visual impact to get clients' brands to market with measurable results. NIXdesign offers a wide range of media services including corporate identity/brand development, print media, Web design, video, interactive presentations and new/social media strategies and implementation.

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