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FOR IMMEDIATE RELEASE

Phoenix-based Advertising Agency E.B. Lane Supports Efforts of Ryan House *Agency to Provide Creative, Public Relations and Interactive Services to Non-profit Organization*

PHOENIX (June 6, 2011) - [E.B. Lane](#) announces it will provide creative, public relations and interactive services to Ryan House as its newest pro bono account. Ryan House is a Phoenix-based non-profit organization that offers respite and palliative care to children with life-threatening medical conditions.

“Ryan House is doing remarkable work in the Phoenix community for children with serious illnesses,” said Beau Lane, CEO, E.B. Lane. “It’s one of the only organizations in the country where these children can receive comforting, home-like care at no cost to families. E.B. Lane is dedicated to giving back to the community and it’s great to know that our work will help raise awareness about this important organization and help support children at Ryan House.”

As part of the agency’s commitment to Ryan House, E.B. Lane will provide creative services, including establishment of brand standards, collateral development and creation of broadcast, print and online advertising. E.B. Lane will also support the organization’s public relations efforts, which will include event planning, news media relations, social media support and strategic consultation. In addition, the agency will provide recommendations to refresh Ryan House’s website to ensure consistency with brand standards. In exchange, E.B. Lane will have the opportunity to produce work for a deserving cause and develop case studies through marketing campaigns and initiatives created for Ryan House.

“We’re incredibly grateful to have support from E.B. Lane and we look forward to partnering with the agency in our marketing efforts,” said Debbie Simons, executive director, Ryan House. “E.B. Lane has

generously donated its time and services to help Ryan House, which will allow us to remain focused on the children and their families during their critical time of need.”

To learn more about E.B. Lane, please visit www.eblane.com. To learn more about Ryan House, please visit www.ryanhouse.org.

About E.B. Lane

Established in 1962, E.B. Lane is one of the Southwest’s largest full-service advertising, interactive, social marketing and public relations agencies, with annual capitalized billings of more than \$75 million. Clients include the Arizona Cardinals, Arizona Lottery, Arizona Super Bowl Host Committee, Cable One Inc., Greater Phoenix Convention & Visitors Bureau, Harkins Theaters, Muscular Dystrophy Association (MDA), NYPD Pizza, Phoenix Convention Center, St. Joseph’s Hospital Foundation, Tropicana Las Vegas, Walmart and Xanterra Parks & Resorts. For more information, visit www.eblane.com.

About Ryan House

The mission of Ryan House is to provide essential care in a home-like setting where children with life-threatening conditions and their families can come for respite and, as needed, end-of-life care. All services at Ryan House are guided by the principles of palliative care. This philosophy of comfort care addresses not only physical pain but also the emotional, spiritual and social needs of the child and family. Ryan House is an Arizona 501(c) (3) non-profit that was established in 2004. Ryan House opened in spring 2010. For more information visit www.ryanhouse.org. Follow us on Twitter and join us on Facebook.

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