

PRESS RELEASE

“ BDPA EDUCATION TECHNOLOGY FOUNDATION (BETF)
LAUNCHES UNITED WAY MARKETING CAMPAIGN ”

For Immediate Release:

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July 13, 2009, College Park, MD: BDPA Education Technology Foundation (BETF), a 501c3, non-profit charity was founded in 1992 to support the education and technical programs of the Black Data Processing Associates (BDPA) has partnered with Move My Mountain, LLC and BRANDilly Marketing + Creative, LLC to launch their national awareness marketing campaign over the next 6 months.

BETF's Executive Director, Wayne Hicks, stated, "Our vision is to increase BETF awareness among BDPA members and the general public so that our organization is considered when giving decisions are being made."

The vision is quickly becoming a reality with an engaged marketing team's organized, targeted approach that will see real results. "The approach incorporates traditional and new media tactics to utilize digital, computerized and networked information and communication technologies," says Lorrinda S. Michieka, President and CEO of Move My Mountain, LLC. Moving forward with streamlined, results-oriented messages, the campaign directly targets more than 30,000 connections using direct marketing and social media channels such as Twitter, FaceBook, blogs, and LinkedIn. The reach is expected to explode as the original connections spur a viral effect amongst their personal connections creating a historical BETF awareness effort.

With the marketing team's strong track record and strong BDPA/BETF leadership support, BETF confidently anticipates giving to increase by an unprecedented margin as BETF's mission and accomplishments are further exposed.

About BETF:

BETF is headquartered in College Park, MD. BETF aims to close the gap of minority youth computer and technology literacy in order for them to compete in today's digital economy by financially supporting a broad range of BDPA initiatives including; Student Information Technology Education Scholarships (SITES), Community Technology Centers, and student scholarships. By financially supporting BDPA programs, BETF encourages youth from historically disadvantaged communities to learn advanced computer science skills and community responsibility. For more information about BETF, see their WEBSITE at www.betf.org.

About BRANDilly Marketing + Creative, LLC:

BRANDilly Marketing + Creative is headquartered in Raleigh, NC. BRANDilly is the fusion of marketing strategy and creative execution to create memorable brands and build small businesses. Services include: defining target audiences, marketing plan development including outlining marketing and advertising tactics, marketing plan implementation, brand management, copywriting, collateral design and project management. For more information about BRANDilly Marketing + Creative see their WEBSITE at www.brandilly.com.

About Move My Mountain, LLC:

Move My Mountain, LLC is headquartered in Raleigh, NC. Move My Mountain helps new businesses get "Work? Done." as a business technology solution provider offering web, print and data creative + consulting services. Offerings include consulting, research, graphic/web design, web development, web maintenance, online marketing, web hosting, database design, training, project management and copywriting. Learn more about MMM on their WEBSITE www.movemymountain.com.

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