

FOR IMMEDIATE RELEASE
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ALLEGRA PRINT AND IMAGING AIDS NOT-FOR-PROFITS WITH FREE POSTERS

DECATUR, Al., Oct. 16, 2009 – As many charities and other not-for-profit organizations are tightening their purse strings, one local printer is doing something to help.

Allegra Print and Imaging in Decatur is offering qualified not-for-profit organizations up to 50 free customized posters that they can use to help promote fundraisers or other special events. Due to the stagnant economy, government funding cuts and declining donations, many not-for-profits are being forced to cut back on things like promotions and are struggling to get the word out about their organizations.

The posters are being offered through Allegra's "Posters with Purpose" program, part of the printer's ongoing Community Care Campaign, a nationwide effort supported by the company's franchise headquarters, Allegra Network. Not-for-profit organizations can have their customized message imprinted on an 11 by 17-inch poster with a full-color border.

"As not-for-profit organizations are forced to reduce spending, many times the first thing to be eliminated is marketing," said Decatur's Allegra owner Chet Humphries "As a result, their visibility goes down at a time when it should be even greater. 'Posters with Purpose' is designed to help organizations increase event attendance and strengthen public awareness."

Allegra communications consultants are available to assist organizations in choosing a poster design and in developing the poster message. They can also consult with organizations on developing other related materials such as invitations, flyers and event programs.

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“Print communication is an integral part of any successful event,” Humphries added. “Effectively promoting events – and creating a lasting impression on patrons and contributors – has never been more essential.”

Allegra Print and Imaging is a member of Allegra Network LLC, one of the world’s largest print and graphic communications franchise with nearly 600 locations in North America and the United Kingdom. Allegra Network is dedicated to supporting communities through a variety of local and national initiatives.

Allegra in Decatur features traditional and advanced printing technologies including full-color printing, graphic design services, short-run digital printing, color copying, high-speed copying, digital color signs, posters and banners, complete finishing services, mailing services, variable data capabilities, promotional products, print management solutions and project consulting.

Allegra is located at 804 Beltline Road SW. For more information, call 256.351.9525 or visit the company’s Web site at www.allegraalabama.com.

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