



## **MEDIA CONTACT**

Amy Zucker  
Synergy Marketing Group, Inc.  
317-205-9690 x2  
[amyzucker@synergy-mg.com](mailto:amyzucker@synergy-mg.com)

**FOR IMMEDIATE RELEASE**

## **The Art Institute of Indianapolis Selects Synergy Marketing Group to Assist with New Market Launch**

**INDIANAPOLIS** – Only days after its public launch, The Art Institute of Indianapolis is already fielding many inquiries for new enrollee applications, and the calls continue.

The initial media blitz, which kicked off in early October, was the peak of five months of collaborative work with Indianapolis-based Synergy Marketing Group, Inc.

“It was imperative that we partner with a local PR agency with established ties to state and city civic leaders, the business community and statewide media as well as educational leaders,” said Jacquelyn Muller, Education Management Corporation’s interim vice president of public relations. Pittsburg-based EDMC is the parent company of the national Art Institute system of schools. “Synergy certainly fit the bill and helped EDMC surpass its Indianapolis launch expectations.”

Last week’s public launch culminated after Synergy spent the summer laying the groundwork for The Art Institute of Indianapolis through a variety of community outreach initiatives. This included arranging meetings for school executives with representatives from the Indiana Economic Development Corporation (IEDC), Mayor Bart Peterson’s office, Pike Township, Indy Partnership, the Department of Workforce Development, the Indiana chapter of the American Institute of Graphic Artists (AIGA), the Indianapolis chapter of the American Society of Interior Designers and various high school vocational program leaders.

Synergy also arranged for The Art Institute of Indianapolis to sponsor a variety of high-profile community events. These included Fiesta!, Penrod and an Indians’ baseball game where Tony Mediate, the newly appointed school president, threw out the first pitch.

The initial phase of the launch campaign was so successful that the company extended its contract with Synergy to continue public relations, media relations, community relations and event planning. This includes planning, managing and promoting a January 2006 press conference and open house for the new school.

“The initial media blitz is just the beginning,” said Amy Zucker, president of Synergy Marketing Group, Inc. “Synergy’s goal is to help The Art Institute of Indianapolis become a critical part of the fabric of Indianapolis’ thriving business, arts and educational landscape. We will continue to work with the company’s corporate executives and local leadership team to forge new relationships in the community and generate an even higher level of exposure and credibility in Indianapolis.”

### **About Synergy Marketing Group, Inc.**

Indianapolis-based Synergy Marketing Group offers marketing, public relations, branding, corporate communications, Internet and search engine optimization (SEO) strategy, consulting and support to high-growth organizations in the business-to-business arena, including the technology, telecommunication, biotechnology, manufacturing and financial services and industries. The firm also serves high tech consumer markets such as consumer electronics, medical devices, medical services and technology training.

To learn more about the company please call 317-205-9690 or visit [www.synergy-mg.com](http://www.synergy-mg.com).