



S H E L T O N G R O U P

M A R K E T I N G • A D V E R T I S I N G

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For more information contact:  
Mary Beth West, 865/982-6626 or mb@marybethwest.com

## **SHELTON GROUP ANNOUNCES THE AMERICAN INSTITUTE OF ARCHITECTS AS NEWEST ACCOUNT**

*Knoxville, Tenn.* – The Shelton Group expanded its account roster recently with the addition of Washington, D.C.-based The American Institute of Architects (AIA).

The Shelton Group will serve as the marketing communications firm for the AIA, working to implement the Institute’s brand program; communicate effectively with the AIA membership of more than 70,000 nationwide; market products, services and professional events; and promote the AIA’s upcoming 150<sup>th</sup> anniversary.

“Our relationship with The American Institute of Architects will expand further The Shelton Group’s account work in national brand execution – in this case, with the leading organization representing the architectural profession in the United States,” said President and CEO Suzanne Shelton.

On a local level, other recently acquired accounts of note have included the Belle Island Village real estate development in Pigeon Forge, Tenn.; Memorial Health Care System based in Chattanooga, Tenn., and Jellico Community Hospital in Jellico, Tenn.

Established in 1991 and based in Knoxville, Tenn., The Shelton Group is a full-service marketing and advertising agency providing award-winning research, market strategy, advertising and creative services to clients in multiple industries across the United States. The Shelton Group specializes in identifying the “critical piece” to help clients grow their business or organization.

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