



## For Immediate Release

### **NORAL GROUP INTERNATIONAL, INC. ADDED TO THE GSA ADVERTISING AND INTEGRATED MARKETING SOLUTIONS (AIMS) SCHEDULE**

February 17, 2010 – Washington, DC – The U.S. General Services Administration (GSA) awarded Noral Group International, Inc. a contract under the Advertising and Integrated Marketing Solutions (AIMS) Schedule.

GSA helps ensure government agencies have the high quality products and services they need at competitive prices. GSA Schedule contractors are rigorously screened for quality, responsibility, reliability, and other criteria during the application process. As a result, government agencies save the time, money, and trouble of having to go through that process themselves.

“As a small, woman-owned business we are proud of the work we have done over the years for federal agencies, including the U.S. Department of Health and Human Services and the National Assessment Governing Board (publishers of the Nation’s Report Card),” said Eva Kasten, Founder and President of Noral. “We have proven capability in changing behavior with research-based integrated marketing. Our GSA status will help us make those skills more widely available.”

Under the terms of the GSA contract, Noral can provide government agencies a full spectrum of products and services related to integrated marketing and advertising. Exemplary services include strategic communications planning, public service advertising, market research and analysis, and web-based marketing services.

#### **About Noral Group International, Inc.**

Noral Group International, Inc. is a research-based public service advertising and social marketing firm in Washington, DC. With unique knowledge and a ten-year proven track record, Noral delivers results for clients in the government, non-profit and commercial sectors who value change for the public good.

###

For more information, contact:  
Meredith Olson • 202.778-4544 • [MOlson@NoralGroup.com](mailto:MOlson@NoralGroup.com)

#

#