



FOR IMMEDIATE RELEASE

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**NORAL GROUP INTERNATIONAL AWARDED
PARENTS SPEAK UP NATIONAL CAMPAIGN CONTRACT**

October 1, 2008 – Washington, DC –The second phase of the Parents Speak Up National Campaign was awarded on October 1, 2008 by the U.S. Department of Health and Human Services. Noral Group International, Inc. is pleased to be chosen as an important part of this integrated, multi-media social marketing program developed to equip and motivate parents for their critical role as educators of healthy behavior in their children, particularly as it relates to sexual activity.

Noral Group will continue to provide leadership to all facets of the Parents Speak Up National Campaign, including: development of advertising and communication strategies; implementation and analysis of market research that guides the campaign; development and implementation of a complex internet search engine marketing and optimization plan; creation and cultivation of a coalition with community-based organizations in the health, education, youth and faith-based sectors; development of consumer collateral, including a parent tool-kit and a turn-key parent workshop tool-kit; and supporting the management of local community events.

The Parents Speak Up National Campaign originally launched on October 1, 2005 and Noral Group has been an important component of the campaign since its inception. An ongoing independent evaluation of the Parents Speak Up National Campaign is being conducted by Research Triangle Institute, International. To date, the evaluation has confirmed that the campaign successfully changes parental knowledge, attitudes, and most importantly, behavior. Parents exposed to the campaign, compared to those that are not, are more likely to talk with their children about waiting to have sex. Eva Kasten, President of Noral Group, says, “We are extremely proud that our contributions have played an important role in motivating parents to begin conversations with their children about such a difficult issue.”

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.