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**BrandMuscle's Done-In-A-Day program benefits Rainbow Babies & Children's Hospital and Laura's Home**

CLEVELAND, Ohio, July 1, 2009 – Employees of BrandMuscle Inc., a Northeast Ohio technology-based marketing services firm, know first-hand just how much can be accomplished in a day. Every year, the company holds “Done-In-A-Day,” which gives employees paid time off to help local community organizations. This year, both University Hospitals Rainbow Babies & Children’s Hospital and The City Mission’s Laura’s Home benefited from BrandMuscle employees’ dedication and hard work.

In June, employees spent three days showing BrandMuscle’s commitment to community involvement. At Rainbow Babies & Children’s Hospital, BrandMuscle employees built wooden planes and boats and helped children decorate them. Marge Galla, volunteer coordinator for the hospital, said the children who worked along side BrandMuscle employees really enjoyed it. “The hospital’s objective is to get the kids out of their hospital beds every so often, into a space that doesn’t look like a hospital [and] to get them to relax and ease their minds,” said Galla.

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Employees who visited Laura's Home spent time cleaning up and beautifying the property. They mowed the lawn, cleaned up flower beds and planted flowers. "Considering how hot and humid it was, they did an outstanding job. I am very thankful for the hard work and hours [BrandMuscle] volunteers gave to The Mission," said George Nemeth, facilities manager.

BrandMuscle employees look forward to "Done-In-A-Day" because it not only allows them to help in the community but also gives them the opportunity to interact with fellow "Musclers," with whom they may not interact on a daily basis.

"Done-In-A-Day" is organized by BrandMuscle's PIVOTS (Philanthropy, Inspiration, Volunteerism, Open-Mindedness, Teaching, Sponsorship) committee, which works to show BrandMuscle's community support by organizing annual volunteer day activities and awarding grants and sponsorships to employees involved in community events and causes.

For more information about BrandMuscle, please contact Lorie Llorens at 1-866-464-4343, ext. 2047 or by e-mail at [lllorens@brandmuscle.com](mailto:lllorens@brandmuscle.com). You also can visit our Web site at [www.brandmuscle.com](http://www.brandmuscle.com)

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