



**FOR IMMEDIATE RELEASE**

## **WE'RE FIRED UP — A New Addition for Ignite It Group**

Dallas, Texas — April 21, 2009 — Ignite It Group, formerly Clear Message Communications, is pleased to announce a new addition to their innovative team of professionals. In the role of Creative Director, Monica Lewis steps in to lead an award winning, creative team to even greater artistic heights.

Ignite It Group specializes in corporate communications outsourcing, including the development of branding, marketing, and learning programs for new and established businesses providing more results with fewer resources.

- **Marketing experts** delivering results-driven programs that create opportunities for sales success.
- **Learning design professionals** using the most current training techniques combined with industry standard technologies to facilitate knowledge transfer in a challenging and engaging manner for your client base and/or employees.

Lewis brings a vast array of expertise in many areas such as cost efficiency, creative direction, writing, project and campaign development, and strategic planning. She has a B.F.A. in Graphic Design and Communications and a M.A. in Advertising Design and Strategic Campaign Development from Drake University. Lewis is a 3-time winner of the International Association of Business Communicators (IABC) Bronze Quill Awards — including 2 wins for Best of Show and a Gold Quill of Merit.

### **About Ignite It Group**

Ignite It Group is a full-service corporate communications organization. We support our clients' business growth through the development and implementation of strategic and creative marketing and learning solutions. Ignite It Group partners with clients to develop effective communications while reducing the need for additional staff.

For more information, visit [www.igniteitgroup.com](http://www.igniteitgroup.com) or call 214.550.5282.

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