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FOR IMMEDIATE RELEASE

**SPAULDING COMMUNICATIONS AND BE SOMEONE
PARTNER TO MAKE THE RIGHT MOVE**

Partnership Strengthens Agency's Community Outreach

DECATUR, Ga. – May 11, 2009 – Spaulding Communications, a full-service communications firm located in metro Atlanta, is reinforcing its commitment to the community by partnering with [Be Someone](#), a non-profit crime prevention organization. As an organization dedicated to empowering youth to realize their full potential, Be Someone's mission is complementary to the agency's dedication to both personal and professional growth.

Spaulding Communications is providing pro bono services to help Be Someone develop communication strategies and drive opportunity, including Web site optimization, messaging and a media relations campaign. This dynamic program will help the organization build character, hope and inspiration among disadvantaged youth and individuals.

"Gaining public and corporate attention is crucial to the success of any non-profit organization. Spaulding Communications is helping Be Someone build a media presence that will increase awareness of our mission and help at-risk children succeed at the game of life," said Orrin Hudson, founder of Be Someone.

Be Someone teaches children practical skills and techniques essential to overcoming life's many obstacles, illustrated through an unusual visual aid: a chessboard. Be Someone works to increase grade point averages, classroom participation and attendance through the mantra "Heads up, pants up, grades up and never give up."

"It's our pleasure to support an organization whose mission of character building and personal development is complementary to our firm's," said Matt Spaulding, president of Spaulding Communications. "Be Someone's extremely unique mission and Orrin's unwavering dedication are an inspiration."

The agency's pro bono work also includes partnerships with the Assistance League of Atlanta, a non-profit organization that helps at-need children and adults cope with difficult situations, and Art Partners, the social and volunteer organization that supports Atlanta's High Museum of Art.

About Be Someone

Founded in 2001, Be Someone is a non-profit crime prevention program aimed at the youth of America. Be Someone teaches self-esteem, responsibility and analytical thinking skills to at-risk youth through numerous tools, including the game of chess. Be Someone also offers inspirational programs for corporations and parents, designed to foster teamwork and encourage participation in the lives of children. If you are interested in donating, volunteering or learning more about Be Someone, please visit <http://www.besomeone.org>.

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About Spaulding Communications

Spaulding Communications is a strategic, full-service communications firm that combines brand knowledge and business insight with communications expertise to drive business growth opportunities for its clients. The agency meets the needs of its clients through a number of proprietary services and products, as well as a broad range of capabilities and practices, including consumer/lifestyle marketing, business-to-business communications, multilingual translation, online and social media influencing, and corporate sustainability positioning. Based in metro Atlanta, the award-winning firm has worked with startups to *Fortune* 500 companies. For more information, please visit www.spauldingcommunications.com.

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