

For Immediate Release
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Advertising and Marketing Agency Engaged by The Center for Professional Development at The Art Institute of Colorado for a Third Project: Redesign and Rewrite of Website

(Boulder, CO) – *Lively Marketing!* has been awarded a third project by The Center for Professional Development at The Art Institute of Colorado. The latest project entails rewriting and redesigning the section of the Art Institute of Colorado’s website that is devoted to Continuing Education.

Lively Marketing! also is advising The Center for Professional Development in areas such as marketing strategy and direct mail to support exciting new continuing education workshops being offered by The Center for Professional Development that appeal to working professionals.

Lively Marketing! previously completed interactive marketing projects which included search engine optimization and writing search engine articles to promote course offerings such as “Culinary” and “Design and Media” tracks in both Certificates and Degree programs.

Lively Marketing! is an agency alternative offering integrated communication and branding solutions for Print, Web, Radio, TV, Video, and Film. *Lively Marketing!* implements any or all pieces of a full-service program, including strategic planning, advertising, traditional and interactive marketing, publicity, media buying, graphic design, copywriting, and event marketing with an emphasis on exceptional customer service, superior talent, all delivered in a timely and cost-effective manner. *Lively Marketing!* opened its doors in 2001, in Boulder, Colorado and was founded by Terri Lee who has over 25 years experience working with major national accounts in other various locales such as New York City and Boston. For more information, please call Terri Lee at 303-926-5148.

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