



P R E S S R E L E A S E

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ADRENALIN, INC. DESIGNS LOGO FOR JO ANN B. FICKE CANCER FOUNDATION

Denver, Colo. – October 4, 2009 – Adrenalin, Inc. (www.goadrenalin.com), The Brand Expansion Team, has designed a new logo for the Jo Ann B. Ficke Cancer Foundation that will become a centerpiece of the Foundation's cancer awareness and fundraising efforts.

The mission of the Jo Ann B. Ficke Foundation, a Colorado nonprofit 501(c)3 organization, is to raise funds and create awareness for the treatment, research and cure of cancer. By engaging the community and those touched by cancer, financial support is given to the development of cancer treatments, programs, services, as well as the procurement of advanced medical technologies. Founded in 2009 by Jo Ann's beloved husband "Big Bill" and her beloved son Dan, the Foundation honors Jo Ann's beautiful and giving nature and continues to share her amazing light with the world by fighting the terrible disease that cut her life tragically short.

Bill Ficke is a former Denver Nuggets assistant coach who now owns and operates the popular "Big Bill's NY Pizza" restaurant in Centennial. Annually on 9/11 to honor those lost in the tragic terrorist attacks, Big Bill's NY Pizza hosts a "Day of Giving" where customers are not charged for anything that they order, but are asked to leave a donation of their discretion. This year, the 9th annual "Big Bill's Day of Giving" raised more than \$55,000 for the Jo Ann B. Ficke Foundation.

"Cancer has touched the lives of each of us, and we are honored to have this opportunity to support the great work that the Jo Ann B. Ficke Cancer Foundation will be doing to support cancer patients and the development of new treatments," said Daniel S. Price, Principal and President of Adrenalin. "We hope that through this foundation, many lives are changed."

About Adrenalin, Inc.

Adrenalin, Inc., founded in 1997, is a full-service Brand Expansion agency, specializing in the sports industry. Our direct experience with team branding and marketing has been key to Adrenalin becoming a leader in sports-specific branding. Our years of results-driven marketing experience, combined with a deliberate, straightforward approach, uniquely enable us to develop, expand and differentiate brands for organizations across the country. Adrenalin effectively delivers marketing platforms that efficiently allocate marketing resources and maximize revenues.

Adrenalin's success goes beyond our creative skills. We pride ourselves on agency professionalism that is second to none. To us, this means projects are completed on time and within budget, while offering a working environment that consistently builds long-term relationships. For more information about Adrenalin, visit goadrenalin.com.

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