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**AMERICAN RED CROSS AND ADSOKA PARTNER TO HIGHLIGHT LOCAL NEEDS**

*Advertising agency Adsoka supports new "Get Ready" campaign*

**May 15, 2007 (Minneapolis)**—The Twin Cities Area Chapter of the American Red Cross selected Adsoka to create advertising for their "Get Ready" campaign. The "Get Ready" theme encourages Twin Cities residents to take action and get prepared for emergencies. The advertisements take the form of obituaries to create impact; examples can be viewed at [www.ADSOKA.com/RedCross](http://www.ADSOKA.com/RedCross).

"The Twin Cities Red Cross is providing leadership to encourage everyone to "Get Ready" for emergencies. We're asking our neighbors to do three things: get a kit, get a plan and get involved. Adsoka's partnership in our campaign elevated our creative message which is already seen in newspaper and magazine ads in the Twin Cities and the state," said Ted Canova, chief communications and marketing officer at the Twin Cities Red Cross.

The Twin Cities Red Cross declared "2007-The Year to Get Ready." The initiative has been endorsed by 35 cities so far, including St. Paul and Bloomington. As part of "Get Ready" cities compete in the Red Cross Community Challenge to encourage its residents to become certified in lifesaving CPR through the Red Cross. City standings are updated each week on [www.redcrosstc.org](http://www.redcrosstc.org).

"The concepts we've created are edgy and geared toward action," said Jason Inskeep, principal at Adsoka. "To 'Get Ready' requires awareness and effort by all of us. We also prepare by donating to the Red Cross. The Red Cross shows up and helps when disasters happen. Now they need our help."

The Twin Cities Red Cross provides free relief to victims of disasters. Through "Get Ready" it also helps communities prevent, prepare for and respond to emergencies. The Twin Cities chapter relies on generous donations from the public. It also provides many lifesaving classes, social service programs and fulfilling volunteer opportunities, regardless of age and skill level.

Adsoka creates and enhances brands, messages and designs for client communications. Adsoka focuses on understanding consumer behavior to serve clients in a wide-spectrum of industries including business-to-business, retail, nonprofit and others. Written and visual creations are applied in a distinctive manner because Adsoka immerses itself in the communication context. Adsoka markets, advertises and directs public relations efforts with smart strategies for in person, print and online uses. Adsoka means adding creative value. Learn more at [www.ADSOKA.com](http://www.ADSOKA.com).

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