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WINS HIGHLIGHT WAX'S DIVERSE EXPERTISE

Relationships with The Calgary Airport Authority and the Victoria Symphony deepen Calgary agency's growing client roster.

WAX partnership inc. today announced new client relationships that reflect two of its key strategic strengths: building high-impact brands and serving the unique needs of the performing arts community.

Following a competitive agency bid process, The Calgary Airport Authority has selected WAX to provide brand development and creative design for both external and internal audiences.

As Canada's 4th largest airport, The Calgary Airport Authority has seen unprecedented growth in recent years, creating a golden opportunity to rearticulate its brand. In selecting WAX over three other competing agencies, the Authority judged WAX's combination of creative horsepower and customer service to offer the best solution.

Over the past several years, WAX has worked closely and successfully with performing arts organizations such as the Honens International Piano Competition and Alberta Ballet. In 2008, the agency's performing arts practice takes a new direction with its selection by the Victoria Symphony.

One of Canada's most respected symphonies, the 67 year-old Victoria Symphony has been energized by a dynamic young music director and a commitment to reach new standards of musicianship and audience-pleasing performance. WAX will provide creative development for a variety of audience-facing marketing materials.

"The Calgary Airport Authority and the Victoria Symphony operate in very different worlds," says WAX managing partner Dan Wright. "What they share is a desire to reach the communities they serve: strategically, creatively and effectively. We are delighted to welcome them to the WAX family, and look forward to helping them achieve their goals in 2008."

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WAX partnership inc., located in Calgary, Alberta, is one of the fastest growing agencies in Western Canada. WAX manages the communication needs of many local and national brands, providing design, advertising, marketing, corporate communications, direct and promotional marketing, among other specialty communications services.

For more information on WAX, please contact Dan Wright at 403 262 9323 or dan@waxpartnership.com.