

## Press Release

FOR IMMEDIATE RELEASE  
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### CENTRAL PENNSYLVANIA SYMPHONY ORCHESTRA TAPS WAVELENGTH AS MARKETING PARTNER

*Non-profit Support Part of Wavelength's Commitment to Supporting The  
Regional Community*

LANCASTER, PA – [Wavelength B2B](#), a marketing communications firm, headquartered in Lancaster (PA), was recently awarded the Central Pennsylvania Symphony Orchestra's (CPSO) upcoming web site overhaul, social media strategy and community outreach activities. Wavelength will create a site that integrates the Orchestra's social media activities (Twitter, FaceBook, and YouTube) into the site's content. This seamless integration of web and social media will help the all-volunteer Orchestra keep its site fresh and relevant to target audiences with minimal effort. Wavelength will also provide the Orchestra's social media and organic search strategy to help raise regional awareness and increase attendance. The Central Pennsylvania Symphony Orchestra's mission is to bring high-quality classical and modern symphonic music to diverse populations in the Susquehanna Valley. It is one of several non-profit clients that Wavelength assists as part of its commitment to supporting the regional community.

Wavelength B2B is a full-service business-to-business marketing firm that helps companies use marketing to drive top-line growth. Wavelength uses relevant messaging, audience targeting and program integration to increase marketing effectiveness. Services include strategic marketing program development, advertising, public relations, interactive and web 3.0, direct communications, graphic design and illustration. To learn more call Jennifer Peterson at 717.823.6939 or visit [www.wavelengthb2b.com](http://www.wavelengthb2b.com).