

Press Release

FOR IMMEDIATE RELEASE
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ADDITIONAL INFORMATION:
Jennifer Peterson
717-823-6939
Fax 717-431-9683
jennifer@wavelengthb2b.com

LINDEN HALL SELECTS WAVELENGTH AS AGENCY OF RECORD

*Leading Girls College Preparatory School Chooses Wavelength to Manage Brand
and Develop Strategic Domestic Marketing Program*

LANCASTER, PA – [Wavelength B2B](#), a marketing communications firm, headquartered in Lancaster (PA), was recently selected as the agency of record for Linden Hall School for Girls.

[Linden Hall](#) is the nation's oldest private school for girls, based in historic Lititz, PA. Linden Hall provides a private college preparatory education for girls in grades 5 – 12, and the student body consists of day students from the local area, boarding students from the larger Mid-Atlantic region, and international students.

Linden Hall selected Wavelength to manage its marketing and admission communication program due to both its strategic marketing expertise, and its related industry knowledge from its work with such client organizations as Indiana University's Kelley School of Business, the Consolidated School of Business, Applied Educational Systems, and SRC Solutions' EZ School Registration.

The initial work to be performed by Wavelength includes a strategic recommendation for Linden Hall, as well as the development of a new website, the launch of a direct mail program, and the development and management of its media program.

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Wavelength B2B is a full-service advertising agency and 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.