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3753 South Summit Lane
Evergreen, Colorado 80439



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CONTACT: Jim Guttau
720-530-9533

Teton Marketing Partners Hired by Colorado Nonprofits

Micro Business Development and The Bridge Project Look to TMP for Brand Strategy Expertise

DENVER, CO (January 2, 2008)—Teton Marketing Partners (TMP), a firm developing marketing strategies for companies eager to grow, today announced that The Bridge Project and Micro Business Development have hired TMP to create new brand strategy programs.

“We are excited to work with The Bridge Project and Micro Business Development to develop new brand strategy programs,” remarked TMP Principal Denise Horton. “With our creativity pointed directly at the bottom line, we will help launch new products, enter new markets, increase margins through product and pricing strategies, or bring new efficiencies to the marketing mix. Our goal is to be an instrument of profitable change.”

Micro Business Development (MBD), Colorado’s premier microfinance non-profit, was founded in 1993 to eliminate barriers to economic independence for disadvantaged entrepreneurs, both youth and adult, through access to markets, resources, and business capital. In keeping with this philosophy, MBD has also tailored its core programs to meet the specific needs of the community, including specialized services for women, refugees, youth, and clients with disabilities. For more information on MBD, visit www.microbusiness.org.

The University of Denver founded The Bridge Project in 1991 to address social issues facing the Denver metro area. The Graduate School of Social Work, the Denver Housing Authority and a private donor all work together to bring education, social, and career resources and opportunities to Denver’s inner-city youth and their families. Years later, the Bridge Project has grown to serve three public housing neighborhoods in Denver and over 500 individuals each year. For more information on The Bridge Project, visit www.du.edu/bridgeproject.

About Teton Marketing Partners

A marketing strategist with over 25 years' experience, Denise Horton is the founder and principal of Teton Marketing Partners, a marketing consulting firm, based in Evergreen, Colorado. During her years as a corporate marketing strategist and planning expert, she recognized that companies could benefit from an agency dedicated, not just to tactical executions, but to strategic thinking, business building and revenue generation. She created Teton Marketing Partners to provide these services. An award-winning firm, TMP has received awards from the Cable Telecommunications Association for Marketing Gold Mark Award for Multicultural Marketing, National Association for Multi-Ethnicity in Communications Excellence in Marketing Award, and a Betsy Magness Leadership Fellowship. For more information on TMP, call 720.937.8978 or visit www.tetonmarketingpartners.com.