



202 Market Street | Rockford, IL 61107 | V/TTY (815)968-7467 | F (815)968-7612
530 S. State St. Suite 103 | Belvidere, IL 61008 | V/TTY (815)544-8404 | F (815)544-1896
1022 W. Lincoln Hwy | DeKalb, IL 60115 | V/TTY (815)756-3202 | F (815)756-3556
2155 W. Galena Ave. | Freeport, IL 61032 | V/TTY (815)233-1128 | F (815)233-0743

Empowering people with disabilities to realize
there are **no limits** to what they can do!

FOR IMMEDIATE RELEASE

Contact : Jodey Vass | Marketing Manager (815)968-7467voice/tty or jvass@rampcil.org

NIU ADVERTISING CLASSES DESIGN ADS FOR RAMP

December 2, 2009 – Two NIU advertising classes, COMS 370, are getting a taste of the real advertising world. Students will present their group projects this week. Each class was split into seven groups with each group acting as an “advertising agency” that prepared a presentation and ad for RAMP, who was chosen as the “client”. RAMP is a local non-profit that provides advocacy and services for people with disabilities in DeKalb County. The last day for presentations will be this Friday, December 4th at both the 10:00am and 11:00am advertising classes in DuSable Hall Room 256. The winning group from each class will be chosen by RAMP at that time. The two overall winning ads will be featured in the Business Section of the Daily Chronicle on Tuesday.

For more information, please contact Jodey Vass, RAMP’s Marketing Manager (815)968-7467 jvass@rampcil.org or COMS 370 Professor, Dave Henningsen (815)753-7012 dhennin1@niu.edu.

RAMP, a not-for-profit, is a passionate partner for people with disabilities desiring to live a useful and rewarding life. RAMP empowers people with disabilities to realize there are no limits to what they can do. This is accomplished by assisting them to live independently, make changes in their lives, seek peer support, obtain resources and remove barriers that threaten their dreams of independence. RAMP advocates the implementation of current laws, promotion of needed legislation and improvement of existing systems for persons with disabilities while working to diminish negative attitudes that threaten to impede equal access. RAMP advocates for and serves people with disabilities out of four offices located in Boone, DeKalb, Stephenson and Winnebago Counties. RAMP is a United Way Member Agency.

Chosen ads for each class available upon request on Friday, December 4, 2009 by contacting Jodey Vass (815)968-7467 jvass@rampcil.org.