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The Augustinian Publication Receives Stamp of Approval
(The Augustinians of the Province of St. Thomas of Villanova's
new publication receives high marks)

Conshohocken, PA (April 2007) – The Augustinians of the Province of St. Thomas of Villanova approached 20nine Design of Conshohocken, Pa., to provide a modern perspective for their marketing and outreach efforts. Strategized and redesigned by 20nine, *The Augustinian*, has impressed its parent organization with its contemporary look and reach in spreading the word of the Augustinian's work.

"The Augustinians are involved in many ministries – schools, parishes, foreign missions, and more. With such a diversity of ministries, it is essential to share with our many constituents, who we are as Augustinians," said Donald F. Reilly, head of the East Coast Augustinians [headquartered in Villanova]. "20nine has helped us to tell that story. Their redesign of *The Augustinian* provides us with a strong vehicle for telling the Augustinian story in a dramatic and appealing style."

For hundreds of years, the Augustinians have brought messages of peace and hope to those in need. Through their ministries, they go where the needs of the Church require and serve in many ways. The initial revamped issue of *The Augustinian* debuted in December 2006 and a second issue will be available in spring/summer 2007. The publication illustrates Augustinian journeys in a modern and engaging way that appeals to all audiences.

Each issue includes three feature stories and several columns including a letter from the Provincial, news and notes and letters from Augustinian volunteers across the country. The concept and layout of the magazine caters to today's communication preferences. Large, appealing images don the cover and interior pages, supported by articles written by Augustinian staff and volunteers.

According to Greg Ricciardi, 20nine Managing Partner and Creative Director, "The magazine moves beyond the conventional outreach approach by using a contemporary layout. More importantly, through the inspirational words and images, the magazine unveils opportunities and encourages individuals to get involved."

"We are very excited about the forthcoming issue of *The Augustinian*," said Reilly. "Both the stories and the design are compelling."

20nine Design Studios

20nine is committed to connecting consumers to our clients' brand. Utilizing strategic, highly-creative, design solutions, we also help our clients become more closely identified with their own brands. We deliver superior service by establishing direct communication between our designers and our clients—no middlemen are involved. 20nine's creative process is fun, energetic, inventive, and unique resulting in a final product of superior quality and professionalism. With a cutting-edge approach, the 20nine team has the

prodigious ability to anticipate our clients' needs and exceed their expectations. Our mantra is simple: we are successful only when our clients prosper.