

Making Good Things Happen
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Branding :: Tribune

THE SANTA ROSA PLATEAU FOUNDATION'S BRANDING PAPER, PUBLISHED BY FDRB PRODUCTIONS EDITED IN TEMECULA

SANTA ROSA PLATEAU FOUNDATION
 Presents
MUSIC UNDER THE OAKS

JOHN DENVER'S MUSIC
 PERFORMED BY JOHN ADAMS & FRIENDS

A Benefit for the 3rd Grade Education Program

Diane Ireland
 Nancy Harback
 Rusty Spierig
 Tom Paxton
 John Adams
 Rod Farnie



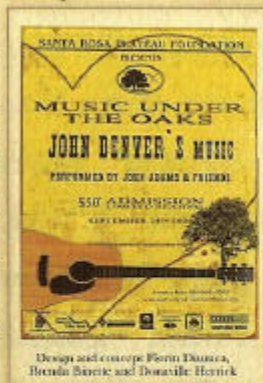
All photos and artwork produced by FDRB | Copywriting by Strategic Business Solutions | Printed by Image Zone
 Consulting Photography Graphic Design Copywriting

Results That Matter

FDRB Helps Local Foundation Save Third-grade Education Program

The 8,300-acre Santa Rosa Ecological Reserve in the mountains overlooking Murrieta provides an interactive third-grade science and history program for students from 7 local school districts. In 2005, long-term corporate funding for the program came to an end, and fundraising activities commenced. The first major event was a special outdoor concert featuring the music of John Denver performed by acclaimed musician John Adams from Aspen, Colorado. FDRB was commissioned to design all the artwork used for promoting the concert.

Joanne New, a Santa Rosa Plateau Foundation board member, described her experience. "FDRB anticipated our needs, and captured the feeling of this beautiful place in images that caught the eye and were memorable. People at the concert told me they saw our posters around town, and wanted tickets." The result? "That single event generated 44% of our funding for an entire school year - a major success for the Santa Rosa Ecological Reserve, and 7,000 third-graders. We were very pleased with the results FDRB helped us achieve," she said.



Do your marketing materials generate this kind of response? If not, call FDRB to explore opportunities for making it happen **951-237-0358** or **951-237-6868** and get something more...

WWW.FDRBPRODUCTIONS.COM



Santa Rosa Plateau, Murrieta, California