



FOR IMMEDIATE RELEASE

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CONTACT:

Joe Lojacono

Valmark Associates, LLC

716.836.3414

**VALMARK ASSOCIATES IS SELECTED BY AXA
ADVISORS / EMPIRE MARKETING CENTER**

Amherst, NY – **Valmark Associates, LLC**, a marketing consultancy and resource agency, has been hired as agency of record by AXA Advisors / Empire Marketing Center, based in Amherst, NY. In this role, Valmark will build a marketing strategy and media plan, using its time-tested *Discovery Process* model. A multi-media campaign will follow.

AXA Advisors is part of AXA Financial, and The AXA Group, one of the largest financial service companies in the world. AXA Advisors is a network of financial consultants and professionals representing AXA Financial in communities throughout the United States. These are the people that meet with clients every day to help them develop customized investments, risk management and financial planning strategies. The Empire Marketing Center is one of the

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largest and most successful branches within AXA Advisors, with offices spanning across all of Upstate New York, including locations in Buffalo, Rochester, Syracuse, Albany, Poughkeepsie, Binghamton, as well as Erie, PA.

Valmark Associates LLC is a marketing consultancy about ideas. The agency improves marketing efforts by integrating client history, industry knowledge and a time-tested approach to generate ideas that are cost-effective, on-target and minimize risk. By choosing Valmark Associates, clients are selecting a process and a plan, not a product and a promise.

The firm provides marketing services for small, medium and even larger businesses that want to partner with an expert to execute all or part of their marketing programs.

The firm is headquartered at 4242 Ridge Lea Road, Suite 5, in Amherst, NY. Joe Lojacono is president of Valmark Associates.

For more information, visit their web site at www.valmarkassociates.com or contact Joe Lojacono at 716.836.3414.

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