



FOR IMMEDIATE RELEASE

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Valmark Associates Creates Direct Mail Program for the Kansas Farm Bureau

Williamsville, NY, March 25, 2008 – Joe Lojacono, President of **Valmark Associates, LLC**, a full-service marketing resource firm, announced that the firm has completed a series of direct mail packages for the Kansas Farm Bureau Foundation for Agriculture. Valmark provided creative and production services for a series of test mailings targeting farmers and ranchers throughout the State of Kansas. Services included concept development, copy and design services, print production and mailing services.

The Kansas Farm Bureau Foundation for Agriculture is a not-for-profit organization formed in 1998 to help fund programs aimed at strengthening agriculture and the quality of life in Kansas. The foundation is a subsidiary of the Kansas Farm Bureau. Like other Farm Bureaus, the Kansas Farm Bureau is affiliated with the national organization, the American Farm Bureau.

Valmark is an advertising and marketing resource agency that uses its professional partner network to deliver results-driven communications to clients across the US. Valmark Associates is headquartered at 300 International Drive, Suite 100, in Williamsville, NY. Contact Joe Lojacono at 716.893.1494.