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FOR IMMEDIATE RELEASE

Camels with a Cause is the Nation's Top Fundraiser for Team In Training

Nashville advertising agency helps raise more than \$23,000 for cancer research

NASHVILLE, Tenn., May 1, 2008—cj Advertising, a Nashville-based advertising agency, and its charity fundraising initiative, Camels with a Cause (CWAC), were named the top fundraisers in the country by the Leukemia and Lymphoma Society's Team In Training program after raising \$23,017 for the fight against cancer. With everyone at the advertising agency pooling their talents, the team of more than 50 was able to spread the message of one of their own—Mark Scrivner, cj's Director of Operations, who dedicated himself to running in the 2008 Country Music Marathon & 1/2 Marathon in Nashville while raising funds and awareness for cancer research after his father lost his battle with lung cancer in October 2007.

"What started out as something for me and my family to help in the grieving process for the loss of my father turned into something much bigger and longer lasting than could have ever been expected," Mark explained. "Seeing so many people donate, get involved, and give selflessly to the cause has been a humbling experience."

When Mark committed himself to raising \$50,000 for Team In Training, his co-workers at cj rallied around him by utilizing their talents, which ranged from video production and graphic design to Web development and public relations. As a result, Mark's message reached hundreds of people across the nation that generated thousands of dollars in donations along with messages of hope and support.

"The impact of the money raised pales in comparison to the lives Mark touched and changed forever through CWAC. I can think of no better definition of success," said Arnie S. Malham, President of cj Advertising, who not only was one of the 30,000 participants in this year's Country Music Marathon, but also covered the entry fees for all cj employees who wished to run alongside Mark and support his cause.

Mark ran the full marathon and 11 cj employees participated in the half marathon, while other cj employees set up camp along the marathon's route to cheer on their co-workers. All the members of CWAC dedicated their participation in the marathon to friends, family members, and others who have battled cancer. The CWAC members ran for more than 200 people who have been affected by cancer.

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The list of names can be found on the CWAC Web site (www.CamelswithaCause.com) and appeared on the backs of the custom shirts that CWAC members and supporters wore on the day of the race.

“The cj Advertising team has had such a powerful impact on the fight to find a cure for blood cancers,” said Melissa Hudson-Gant, Campaign Director for the Nashville Chapter of Team In Training. “Mark has led this amazing group of people to raise an astounding \$23,000, which represented the top national fundraiser for Team In Training at the Country Music Marathon & 1/2 Marathon. And as if that isn’t amazing enough, they have raised awareness for the organization so we are able to reach more people in need. We just cannot thank this group of passionate folks for what they have done for our patients and their families!”

About Camels with a Cause

Camels with a Cause (CWAC) is designed to serve as cj Advertising’s conduit of support for one deserving charitable opportunity three times a year. The project is empowered by a staff of more than 50 at the agency with one hundred percent of raised funds being donated to charity. By everyone at cj contributing their talents—such as Web design, copywriting, production, and graphic design—to this project, it has become a true team effort. Staff members are encouraged to nominate their favorite charities with the only requirement being that they must tap into their passions to lead the charge to fulfill a need for that charity. If the staff member commits to chairing the event, the agency will fully support that employee and respective charity for the period. Those interested in learning more about CWAC can visit www.CamelsWithACause.com, which includes a video and additional information.

About cj Advertising

Established in 1994 by Arnie S. Malham, cj Advertising is a leader in the creation, promotion, and distribution of legal advertising. The Nashville, Tennessee-based agency currently produces advertising campaigns for 36 law firms in 60-plus markets nationwide. All cj Advertising clients are market exclusive. The independently owned agency focuses on consulting, media placement, custom commercials, progressive Web sites, print ads, and public relations. Visit www.cjadvertising.com for more information.

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