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Media Contact

GD&A Public Relations

Dan Snyders
303-623-1190 x230
Kate Braniff
303-623-1190 x240

El Jebel Denver Shrine Chooses GD&A Advertising and Public Relations to Promote Annual Circus

DENVER – GD&A Advertising and Public Relations has partnered with the El Jebel Shrine in Denver to provide publicity and media relations efforts for the 64th Annual El Jebel Shrine Circus, April 30th through May 9th, 2004, at the National Western Events Center.

“El Jebel was looking for a local agency that could provide professional public relations services for the event and maintain the integrity and reputation of this organization,” said Jim Koehler, president and CEO of GD&A. “Our public relations services will help El Jebel communicate its message of fun and commitment to the Denver Community.”

The Denver Shrine Circus is an inexpensive way to experience good-old family fun, with tickets costing \$10 for general admission and \$15 for reserved seating. Tickets can be purchased at numerous locations throughout Denver. This year, spectators can see a variety of circus acts, including acrobats and exotic animals, as well as a carnival, circus music, and plenty of great food.

The El Jebel Shrine Circus has been entertaining families for 64 years. “The Circus is an El Jebel Shrine Tradition,” said Shriner Paul Whannel. “And we never tire of seeing the smiles and stares of amazement from bright-eyed children of all ages.”

About GD&A Advertising and Public Relations

GD&A is a Denver-based advertising and public relations agency serving local, national and international clients. GD&A also provides interactive and direct marketing services and specializes in integrated marketing campaigns for consumer, high-tech, business-to-business, health care and other clients. For more information on GD&A, visit their Web site at www.gda-advertising.com or call 303-623-1190 x229.

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