



For Immediate Release

Press Contact:
Ashley Murray
801-939-9351
Ashley.murray@thomasarts.com

**Utah Food Bank Announces ThomasARTS as Agency of Record
Comprehensive Marketing Strategy Proves Successful for Well-Known Utah Charity**

Salt Lake City, Utah – April 5, 2011 – Utah Food Bank, a statewide network of 150 emergency food pantries and agencies, announced that it has selected ThomasARTS as its agency of record. ThomasARTS, a direct-growth marketing company with offices in Utah, California, Minnesota, Texas and New York, has worked with Utah Food Bank since 2009 on a project-by-project basis, including the award-winning redesign of its entire website, utahfoodbank.org.

“Our new website completely redefined our online approach and we expect to make similar progress in other marketing areas through our relationship with ThomasARTS,” said Jim Pugh, CEO of Utah Food Bank. “ThomasARTS demonstrates the value of providing a centralized hub for all marketing communications and Utah Food Bank looks forward to taking our current communications strategy to the next level.”

Utah Food Bank was founded in 1904 as the Salt Lake Charity Association. For more than 100 years of operation, Utah Food Bank has remained committed to serving Utah's citizens in need. In January 2011, it captured national attention for its social media efforts by winning \$1 million from Wal-Mart's national Fighting Hunger Together Facebook campaign.

“ThomasARTS has been continually impressed by the imperative service Utah Food Bank provides for our statewide community,” said Dave Thomas, President and CEO of ThomasARTS. “We appreciate the opportunity to apply our marketing expertise to assist the Utah Food Bank with its overall mission and we are privileged to partner with them.”

ThomasARTS' unique end-to-end model allows every aspect of marketing communications—from lead generation to research, interactive to packaging, print to PR—to be offered from one company. It will provide all marketing, advertising, public relations and media services for Utah Food Bank.

For more information about Utah Food Bank, visit its new website at www.utahfoodbank.org or call (801) 978-2452 for added assistance. For further information about ThomasARTS, visit www.thomasarts.com or call (801) 451-5365.