

## PRESS RELEASE

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Contact: Jane Anderson  
817-917-0967, jane@bluevolcanomedia.com

### **Blue Volcano Media Announces Partnership with Succeed on Purpose**

*Succeed on Purpose will provide business mentorship and operational support to allow Blue Volcano Media leadership to focus on company growth*

DALLAS, TX – [www.bluevolcanomedia.com](http://www.bluevolcanomedia.com) (Blue Volcano Media), a social media marketing and search engine optimization agency, and [www.succeedonpurpose.com](http://www.succeedonpurpose.com) (Succeed on Purpose), a business incubator that is well known for accelerating the growth of purpose driven start-ups, today announced their strategic partnership. In this alliance, the Succeed on Purpose team will provide business mentorship and operational support in the areas of accounting and human resources to allow Blue Volcano Media to focus on business development and continued company growth.

“Navigating the landscape of social media requires a new way of thinking. The team at Blue Volcano Media understands how to help businesses think and market differently,” says [www.succeedonpurpose.com/vision.aspx](http://www.succeedonpurpose.com/vision.aspx) (Terri Maxwell), President of Succeed on Purpose. “Blue Volcano Media is one of the most exciting and promising brands in our portfolio.”

“By applying the strategies learned in Succeed on Purpose’s business incubation program, my company has grown tremendously,” notes Marjorie R. Asturias, founder and President of Blue Volcano Media. “I am excited and honored to become a part of the Succeed on Purpose family of businesses.”

In this partnership, Maxwell joins the Blue Volcano Media team as Chief Marketing Officer. Asturias remains President and Chief Executive Officer of Blue Volcano Media.

#### **About Blue Volcano Media**

Blue Volcano Media, LLC, specializes in providing social media, content and search engine optimization strategy consulting and management services to businesses and nonprofits. Founded in 2010 by Marjorie R. Asturias, Blue Volcano Media began as a one-woman boutique agency to and is now a growing social media marketing firm with employees located across the country. For more information, visit [www.bluevolcanomedia.com](http://www.bluevolcanomedia.com).

#### **About Succeed on Purpose**

Succeed on Purpose, Inc. is an Incubator/Accelerator that launched 12 purpose-driven brands in 2 years, several of which are on their way to reach the million dollar mark. The company has been featured in *The New York Times*, has been endorsed by the U.S. Chamber of Commerce, and was named Small Business Mentor of the Year by the National Association of Women Business Owners. Founded by Terri Maxwell, the company is known for inspiring professionals to achieve their potential through purpose. To learn more, visit [www.succeedonpurpose.com](http://www.succeedonpurpose.com).