



FOR IMMEDIATE RELEASE

FOR MORE INFORMATION:

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infinitee Develops 2015 North Fulton Community Improvement District Annual Report

ATLANTA – February XX, 2016 – infinitee, a full-service, strategic marketing agency in Atlanta, GA was engaged by the North Fulton Community Improvement District (CID) to create an impactful Annual Report that would give members a recap of the organization’s successes, excite current and prospective members about the next lifetime of the CID, as well as be utilized as collateral material when meeting with prospective members.

A client partner since 2010, the CID serves as a catalyst for transportation planning, investment and improvement for the cities of Alpharetta, Milton and Roswell. The CID is a leader in identifying, financing and overseeing the implementation of transportation improvements to sustain and enhance mobility in the area while at the same time encouraging continued development. In the past 11 years, the CID has invested more than \$18 million in the community, leveraging these dollars to create almost \$90 million in new infrastructure.

infinitee designed a visual Annual Report inclusive of exciting case studies and easy to read infographics highlighting the CID’s most notable achievements to date. By communicating the CID’s Path of Excellence, current and future members are able to see the progress the CID has made as well as the exciting plans for the future. The inclusion of statistics and results further promotes reasons for new membership. The Annual Report was mailed to current members, is available on the organization’s website and will be utilized as a tool when meeting with commercial property owners.

“As a strategic marketing agency specializing in real estate, with established business and non-profit relationships in North Fulton, we are thrilled to contribute to the CID’s commitment to maintaining and enhancing the quality of life for the nearly 400 property owners along the GA 400 corridor.” *Barbara McGraw, Founder & CMO, infinitee*

For more information on infinitee, call Managing Partner, Jocelyn Smith, (404) 231-3481, visit infinitee.com, or find us on Facebook.

About infinitee

infinitee is a full-service marketing and advertising agency that understands how to improve brands, communications and customer experiences. With a focus in real estate for the past 26 years, its strategic and creative solutions build brand equity and drive sales for companies across the country. infinitee’s expertise has proven invaluable to national and southeast regional brands wishing to strengthen and grow their bottom line, including: OliverMcMillan, Cousins Properties, Hines, PM Realty Group, Tanger Outlets, Craig Realty Group, Lennar Commercial and Banyan Street Capital. Through all facets of advertising, collateral, digital media, and brand strategy, infinitee creates award-winning marketing and innovative communications.

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