

# Press Release

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FOR IMMEDIATE RELEASE  
April 19, 2005

## KAY DOUGLAS LAUNCHES NEW ADVERTISING AGENCY

**Windsor, ON (April 19, 2005)** – Adwoman Kay Douglas has a vision. It has borders, but no boundaries, so it capitalizes on cross-border marketing potential. It connects communities, companies and people.

Douglas Marketing Group (DMG) is the realization of that vision. Douglas founded her full-service advertising agency, serving both Ontario and Michigan, to break new ground in the industry where she has grown and thrived. DMG uses a team approach to advertising, along with utilizing the wisdom of business and community leaders in the international Windsor-Essex/ Southeast Michigan region, to create results for its clients.

“DMG is the fulfillment of all that I have learned and experienced since co-founding my first ad agency in 1991,” says Douglas. “This new venture will allow for even greater creativity and growth.”

Learning about the advertising industry in a border city has helped shape her view of the industry and the marketplace.

“By making boundaries invisible, we have been able to take advantage of the exciting international community and market that belongs exclusively to this region,” she says. “We are able to enhance relationships with our valued clients and improve the quality of our service because of the strong alliances we have forged on both sides of the river with organizations and talented professionals. Organizations like Executive Women International, the Women’s Economic Club, The Windsor Club and the Detroit Athletic Club are key to our cross-border approach. Professionals on the U.S. side like McCarthy Blanchard help us expand our range of services and add to our skilled team.”

“I have always believed this is the greatest place to do business,” Douglas says. “Our team at DMG is ready to break new ground for our clients and for us.”

To learn more about Douglas Marketing Group, visit our website at [www.experiencedmg.com](http://www.experiencedmg.com)