

Douglas Marketing Group's award-winning *It's In Your Jeans*™ campaign for men's health goes international with first Michigan-based licensee

New Downriver initiative targets education, fundraising for cancer awareness

Media Contact: Barbara Fornasiero, EAFocus Communications, 248.260.8466, barbara@eafocus.com

Detroit – June 9, 2016 - Douglas Marketing Group (DMG), an international marketing and PR firm with a 25-year history of award-winning creative initiatives, announces it has entered into a licensing agreement for the use of its *It's In Your Jeans*™ men's cancer awareness campaign with health care advocate and philanthropist Cindy Gorno-Czarnik, Executive Vice President of Gorno Ford in Woodhaven, Mich., and Vonda Cini, CFP® Vice President, Investments, Investment Management Consultant, Raymond James & Associates, Inc. This is the first licensing agreement for DMG and includes use of its proprietary software solution, the DMG Big Picture Landscape® software.

The campaign was originally created by DMG in 2012 in collaboration with the Windsor Essex Cancer Centre Foundation in Windsor, Ontario, and helped the Centre surpass its fundraising goals by \$1.4 million, six months in advance of the deadline. Due to the success of the campaign, DMG partnered with the Windsor Essex Cancer Centre Foundation in trademarking *It's In Your Jeans*™ for use in prostate cancer and men's health fundraising campaigns throughout Canada and the U.S.

Kay Douglas, DMG founder and president, explained the campaign is easily transferrable to other non-competing health care markets and gives users access to campaign materials and a user-friendly graphic editor built into the software that allows organizations to personalize the material with their own name and images without changing the overall design.

"Through a licensing arrangement, we are able to resell a fully developed, highly successful campaign to other health organizations anywhere in the U.S. or Canada for a fraction of the cost they would pay for the design and implementation of a new campaign," Douglas said. "We are thrilled to extend the *It's In Your Jeans*™ branding to Southeast Michigan for continued health education and fundraising success."

Gorno-Czarnik lost her father, George Gorno, to colorectal cancer in 2009. She joined forces with fellow Downriver resident Cini, who experienced the loss of her stepfather and nephew to cancer, to launch *It's In Your Jeans*™ in the Downriver community.

"With a proven track record in cancer awareness and fundraising, *It's In Your Jeans*™ was the perfect fit to help us bring the fight against colorectal, prostate and testicular cancers to the Downriver community," Gorno-Czarnik said. "Our mission is to educate men to take responsibility for their health and alert them to take action when necessary, while also providing financial assistance toward preventative treatments. Using this turnkey marketing initiative with software and supporting materials already in place, we can hit the ground running with our campaign."



The fundraising goal for the Downriver *It's In Your Jeans*™ initiative is \$150,000. Visit the [website](#) to learn more.

About *It's In Your Jeans*™ Men's Health Campaign



Launched in 2012 by Douglas Marketing Group (DMG), *It's In Your Jeans*™ used a wide range of traditional and non-traditional marketing and public education vehicles and key community member support to raise \$5.4 million in 18 months for the Windsor Essex Cancer Centre's prostate and other male cancer detection and treatment programs, surpassing the initial fundraising goal of \$4 million in two years. The campaign and accompanying software are available for licensing in the U.S. and Canada by organizations in non-competing geographic regions for educational and fundraising initiatives focused on men's

health. Kay Douglas, president and founder of DMG, discussed the genesis of *It's In Your Jeans*™.

"Jeans were the foundation of the campaign because they are a common element relatable to men and women of all ages and all walks of life," Douglas said. "It's a fun yet powerful educational approach to very serious health matters and resonated throughout the Windsor Essex community. With continued implementation, its impact on men's cancer awareness and fundraising has tremendous potential to improve health outcomes beyond borders."

About Douglas Marketing Group

Celebrating a quarter century of providing art- and technology-infused, relationship-based marketing solutions, Douglas Marketing Group (DMG) is the visionary behind the marketing brand management software and visual roadmap, DMG Big Picture Landscape® and its companion software, ROIAlly™, the strategic marketing return on investment budget tracker. With offices in Windsor and Niagara, Ontario and Detroit, the full service marketing and public relations firm offers international reach and local appeal. Learn more at <http://www.experiencedmg.com>

###

