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"We want to create a world class science center that will inspire children in the sciences, enable our adults to navigate the 21st century, and we'll do all this through the lens of the Ozarks, our people, our culture, our innovations." – John Lewis, former president, Northwest Arkansas Museum Foundation (1939-2007)

Science Museum Foundation Hires Two Firms for Advertising, Brand Development Executive Director Calls Pairing An Example of Future Museum Projects

FAYETTEVILLE, AR — TaylorMack Advertising and DOXA, two peer advertising, communication and design companies, have collaborated to promote the new Northwest Arkansas Science Museum, officials with the companies and the project announced today.

Both Fayetteville agencies will work on the museum campaign, with TaylorMack Advertising serving as the museum foundation's source for all public relations and web site development, and DOXA serving as the brand identity consultant.

"This collaboration represents a perfect pairing. The coordination is exactly what the Northwest Arkansas Museum Foundation hopes to continue through the entire museum development process, from strategy to construction," said Brent Robinson, acting executive director of the Foundation. "We want to encourage partnerships wherever we can to increase community involvement."

"TaylorMack Advertising is truly a Fayetteville agency," said Creative and Managing Director Greg Mack. "We were thrilled to be asked to work with this effort as we think it will enhance the number of amenities in the region, and inspire the community to discover the sciences."

Mack's firm, formed in 1995, serves such clients as Bordinos, Liquor World and Bikes, Blues & BBQ. Considered a full service agency, TaylorMack has created multi-media national campaigns for Rheem/Ruud Heating and A/C based out of Fort Smith as well as their nationwide media buying.

International work includes Cobb-Vantress, based out of Siloam Springs, Ark. Web, Public Relations, Video, Television and Radio are considered strengths of the versatile TaylorMack group. Mack himself has a diverse background in music video and television direction while having a Bachelor of Fine Arts degree and graduating cum laude from University of North Texas. For more information, please visit www.taylormack.com.

The existing museum website, www.nwamuseum.org, will be continually updated by TaylorMack Web Director Pam Horowitz with additional research documents, press releases and an accurate museum developments page. Once a museum name is selected, she will design a world-class website inspired by the name, incorporating the newest web design techniques. DOXA will also incorporate a new brand identity to match the museum's name.

DOXA is a Fayetteville-based design firm founded in 1992. The company focuses on brand identity and communication design for a diverse group of regional and national clients with a particular emphasis on non-profit organizations, education, the arts and healthcare.

The firm's work has been recognized throughout its 15-year history with inclusion in Communication Arts, Print's Regional Design Annual, Society of Publication Designers and numerous other national and regional design trade organization. Most recently, its work for Washington Regional Medical Center was honored with two Arkansas Hospital Association Diamond Awards. DOXA's staff of nine is led by principles Tim Walker, Design Director and Neil Shipley, Operations Director. For more information, visit www.doxa.biz.

"We are very proud to partner with our peers at TaylorMack in service of this exciting new project that we believe will positively impact the quality of life in our community," Walker said.

The Northwest Arkansas Museum Foundation recently approved a 250-page Business Plan completed by White Oak Associates of Massachusetts, and is moving into the site selection phase of their project. Other science centers around the country are also reviewing the Business Plan to validate the Foundation's assumptions, Robinson said.

For more information, please contact:

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