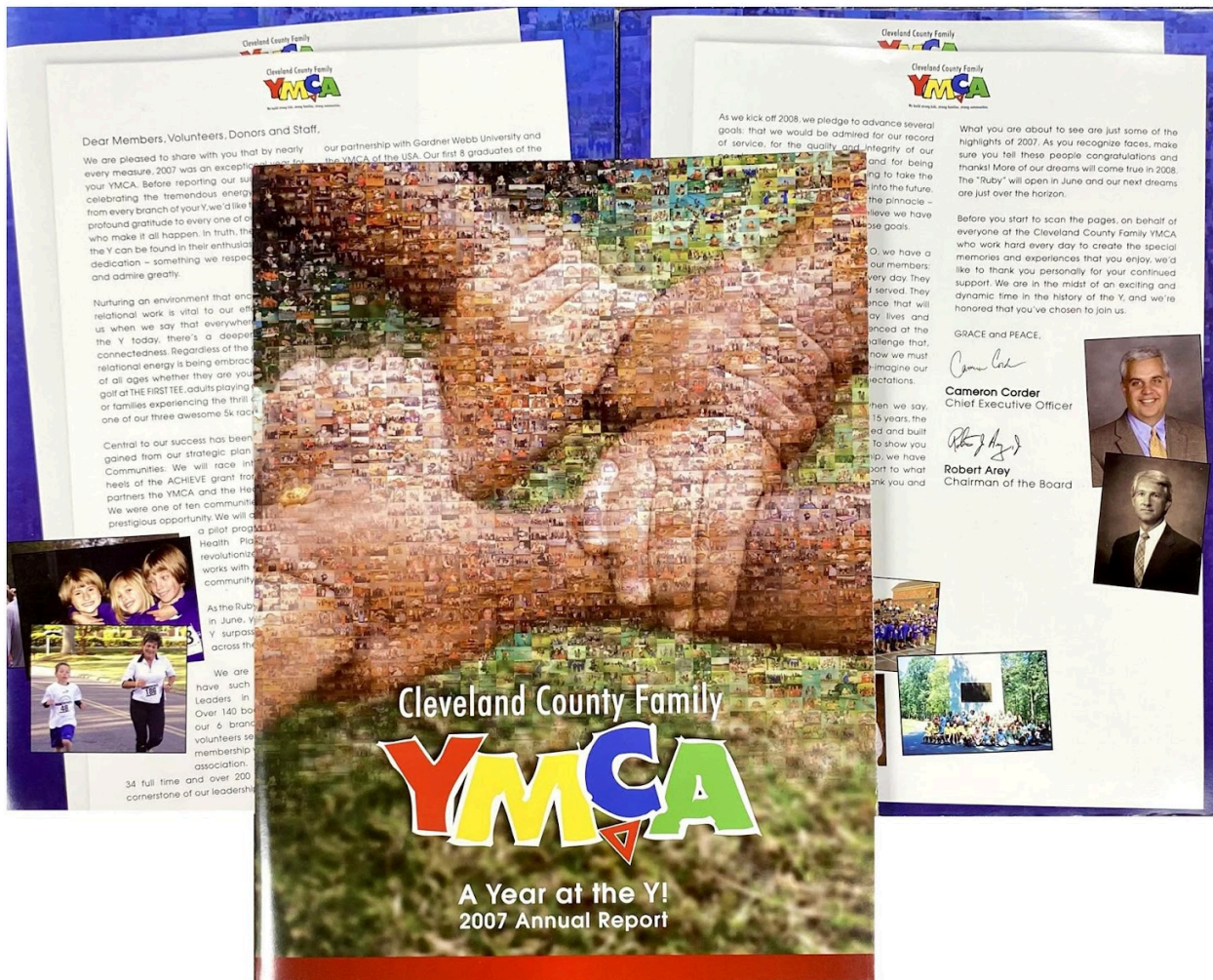


# Poster & Annual Report: Cleveland County YMCA

The Cleveland County YMCA promotes key donors, new planned activities and a “state of the program” presentation each year. In this popular production, a brochure of stats and data unfolds to a poster presentation!

This project included traditional graphic design elements including photo work, retouch, timeline graphics and pie chart illustrations. New software tools allowed the combination of hundreds of photos into larger super-graphic images. This new feature drew attention and provided a unique tie-in to the marketing message of the family of activities making up the local YMCA.

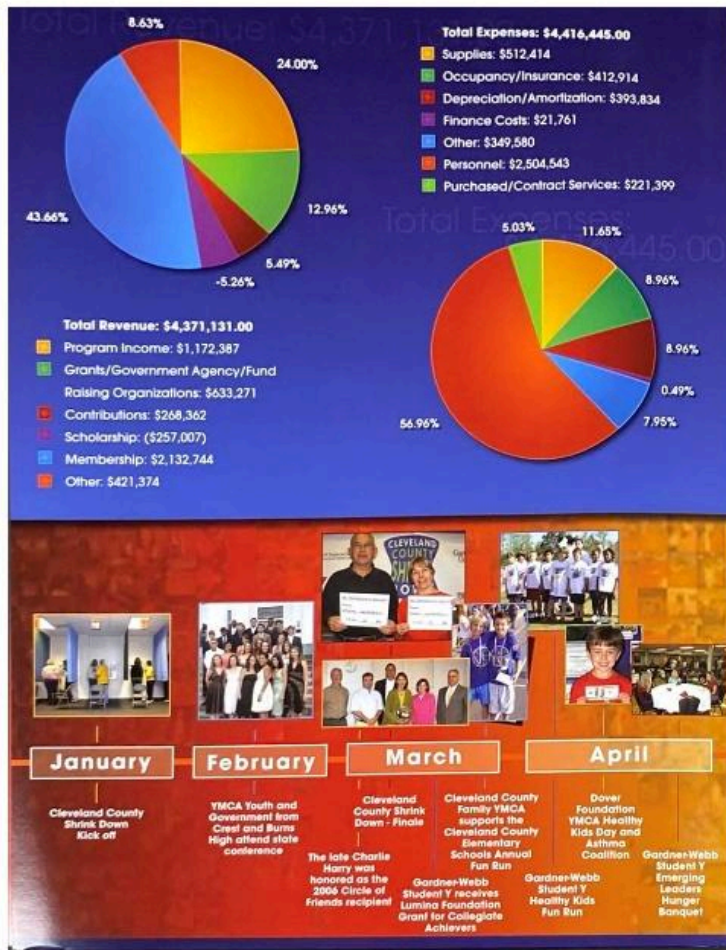


Portfolio Sample

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**Cleveland County Family YMCA**

As we kick off 2008, we pledge to advance several goals that we would be proud to be admitted for our record of service, for the quality and integrity of our people, programs and facilities, and for being contemporary, innovative and willing to take the intelligent risks necessary to carry us into the future. While we still have a long path to the pinnacle - wherever that may be - we do believe we have begun to make progress toward these goals.

What you are about to see are just some of the highlights of 2007. As you recognize faces, make sure you tell these people congratulations and thanks! More of our dreams will come true in 2008. The "Ruby" will open in June and our next dreams are just over the horizon.

Before you start to scan the pages, on behalf of everyone at the Cleveland County Family YMCA who work hard every day to create the special memories and experiences that you enjoy, we'd like to thank you personally for your continued support. We are in the midst of an exciting and dynamic time in the history of the Y, and we're honored that you've chosen to join us.

GRACE and PEACE.

*Cameron Corder*  
**Cameron Corder**  
 Chief Executive Officer

*Robert Aray*  
**Robert Aray**  
 Chairman of the Board

We speak for everyone at the Y when we say: dreaming is the fun part. For the past 15 years, the Y has conceived, designed, developed and built one of the top YMCAs in the country to show you how grateful we are to your friendship, we have decided to dedicate this annual report to what we will be doing more of - saying thank you and celebrating!



The interior folded open to reveal a large-format poster with a super-graphic produced from photos of the year of YMCA events. Donors, volunteers and participants enjoyed looking for themselves within the family of photos which further drove home the message of a YMCA family activities.



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