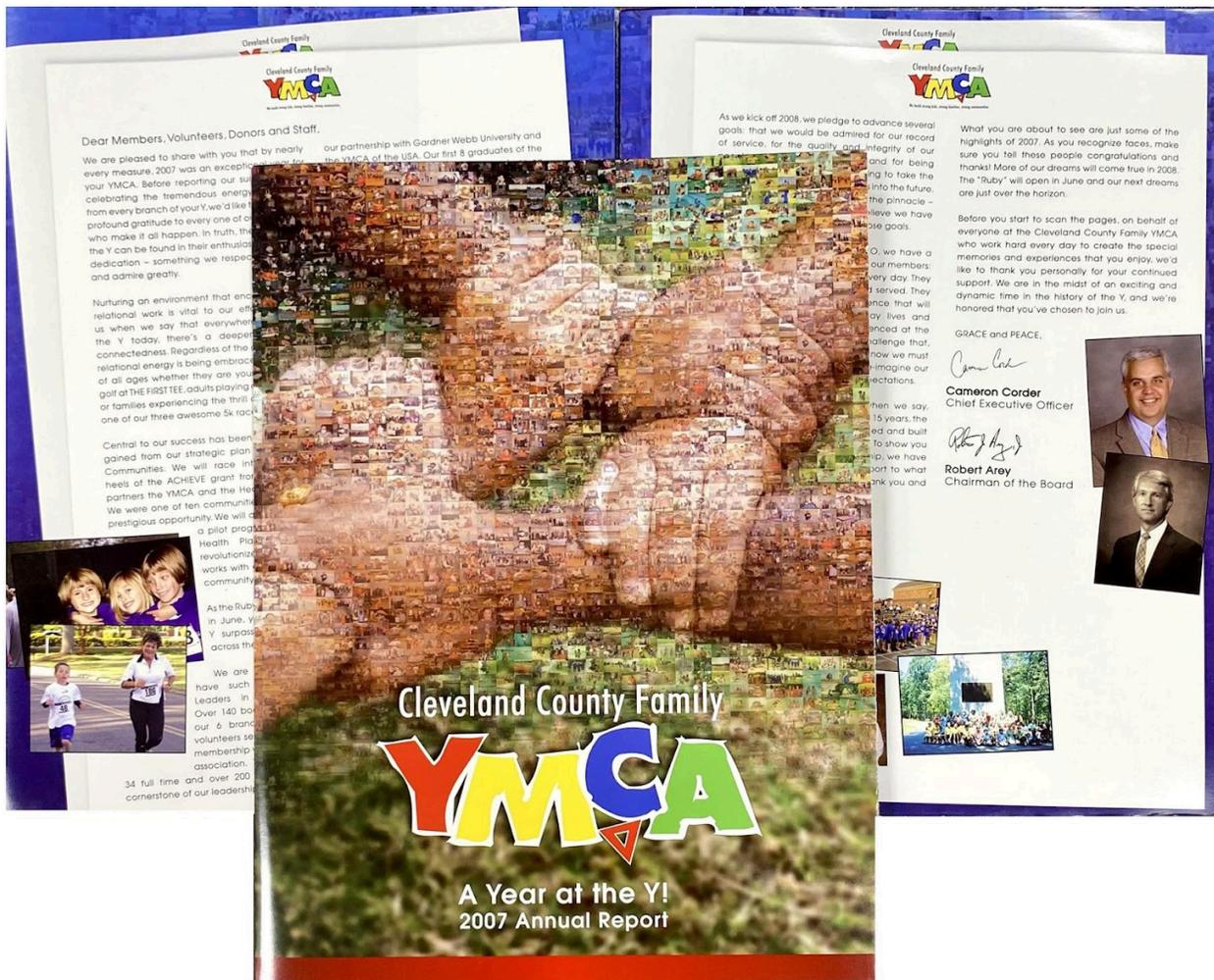


Poster & Annual Report: Cleveland County YMCA

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.

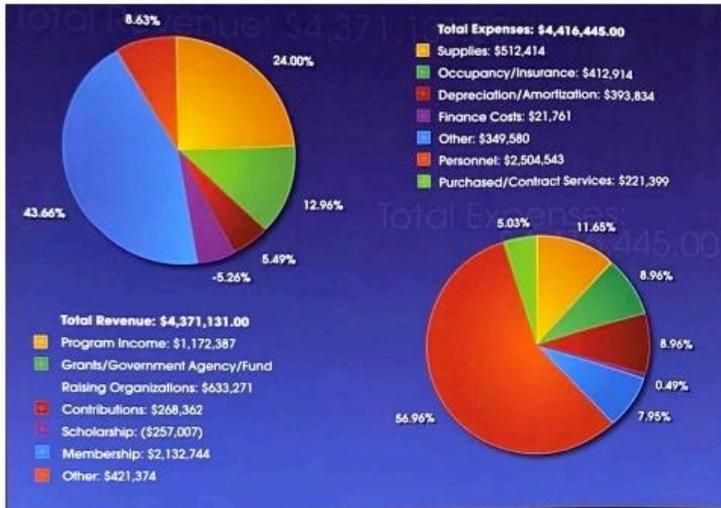


Portfolio Sample

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January	February	March	April
Cleveland County Shink Down Kick off	YMCA Youth and Government from Creel and Burns High attend state conference	Cleveland County Shink Down - Finale	Dover Foundation YMCA Healthy Kids Day and Asthma Coalition
	The late Charlie Harry was honored as the 2006 Circle of Friends recipient	Cleveland County Family YMCA supports the Cleveland County Elementary Schools Annual Fun Run	Gardner-Webb Student Y Healthy Kids Fun Run
	Gardner-Webb Student Y receives Lumina Foundation Grant for Collegiate Achievers		Gardner-Webb Student Y Emerging Leaders Hunger Banquet

Cleveland County Family YMCA

As we kick off 2008, we pledge to advance several goals that we would be admired 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.

As Board Chairman and as the CEO, we have a unique and special responsibility to our members; they expect us to be of our best every day. They want to be wowed, listened to and served. They are looking for the kind of experience that will transport them from their everyday lives and into a life that can only be experienced at the Y. This provides us with a unique challenge that, even after more than 15 years, we know we must continually reinvent ourselves and re-imagine our future in order to meet their high expectations.

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!

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

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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