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WAKE FOREST ATHLETICS SCORES WITH WILDFIRE LLC

Winston-Salem, NC (August 12, 2009) – Wildfire, a Winston-Salem-based integrated marketing communications firm, announces that it has added Wake Forest Athletics to its roster of clients.

Wildfire was awarded the business beginning July 1, 2009 and will begin work on helping both the Marketing Department and Development Department (The Deacon Club) to create a number of marketing and communication pieces to leverage the athletic and donor programs. Wildfire will also partner with Wake Forest Athletics to assist in their integrated marketing strategies through commerce based creativity: high concept, high quality creative that motivates fans, coaches and athletes alike.

Barry Faircloth, Associate Athletic Director of Development said of the partnership, “We were looking for a company that could help us navigate the new marketing landscape while continuing to deliver the creative excellence to which we’ve become accustomed. We found that combination in Wildfire.”

“At Wildfire, we have more than an appreciation for Wake Forest Athletics. We have a passion,” Chief Firestarter, Brad Bennett says. “Working with Wake Forest’s Athletics is a huge honor and we are looking forward to partnering with them to produce strategic, creative work that is as prestigious as their program is.” Bennett grew up in the shadow of Groves Stadium and fondly remembers the days of Mugsy Bogues storming the floor. Soccer games, football Saturdays and the Screaming Deacons are a part of his family’s fondness of WFU.

“I’ve been waiting for the opportunity to work with Wake Forest since Wildfire’s inception 7 years ago.” says Chief Creative Officer, Mike Grice. “The history and tradition of this great university is ripe with creative ideas.” After moving to Winston-Salem over a decade ago, Grice now calls the Wake Forest Demon Deacons as *the* team for him and his family. Just ask his 7 year old son who’s spending the week at Dino’s basketball camp.



*Wildfire's Chief Creative Officer, Mike Grice
Celebrating a Victory*

NOBLE'S PAIRS UP WITH WILDFIRE

Winston-Salem, NC (August 12, 2009) – Wildfire, a Winston-Salem-based integrated marketing communications firm has recently taken on the marketing, social media, media relations, and consumer relationship management program for Noble's Grille in Winston-Salem, NC. Wildfire started the partnership in July and will continue to build Noble's Grille's clientele and grow their overall business.

Noble's Grille has invested heavily in creating an approachable dining experience that meets the needs of today's consumer while keeping many of our customer's old favorites. The restaurant has a new chef, expanded dinner and lunch menus all set in a new atmosphere designed to invite guests to enjoy the Noble's dining experience every day of the week. In addition, Noble's Grille has begun hosting specials groups on weeknights and has renamed Thursdays' 5:30-7:30pm social time as "Noble Hour" offering complimentary appetizers and drink specials. They also serve \$2.50 glasses of red and white wine coined "\$2 buck cluck" Mondays through Thursdays, have live Jazz music every Saturday, catering, patio dining and "Grille on the Go" take out service.

"Since starting our relationship with Wildfire less than a month ago, we have already started to see an increase in traffic to our restaurant" says Owner Chef Jim Noble. Noble attributes part of the success to the social media efforts that Wildfire has made including enhancement of their Facebook page, resulting in 600% growth in the fan base, and increased twitter activity, accounting for 430% growth in followers. Noble says "We believe that having a conversation with our customers and being engaged with the community is a huge part of what makes a business successful and Wildfire is helping us achieve that."

“Wildfire’s passionate marketing strategists believe that by reaching out to the community in relevant and authentic ways to tell the restaurant’s untold story, Noble’s Grille can become a regular destination” says Brad Bennett, Co-Owner and Chief Firestarter at Wildfire. “Wildfire’s unique combination of big agency talent with deep local roots and culinary passion makes us an invaluable resource in uncovering untapped opportunities for Noble’s Grille.”



Wildfire Employees toast to a great partnership with Noble’s Grille