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**MarketingDirection.com Teams Up with The Junior League of Tampa to  
Celebrate 85 Years of History in Tampa Bay**

**TAMPA, Fla. (April 15, 2011)** - Whether it's distributing more than 20,000 books each year to children in Title 1 schools or donating nearly 30,000 pounds of food annually to needy families, The Junior League of Tampa has been a positive force in the Tampa area since the 1920s.

To commemorate the group's enduring history, a new exhibit produced by The Junior League of Tampa is now on view in the Wachovia Foundation Community Case, located on the second floor of the Tampa Bay History Center.

MarketingDirection.com donated more than 45 hours of creative services time to complete the displays within the exhibit. Christy Vogel, president of MarketingDirection.com said the project was a learning experience for her.



“As a League member since the early 90’s I thought I knew about all of the contributions the Junior League of Tampa has made, but there were a few I didn’t know about, such as the League providing tuberculosis care in 1920’s.”

Junior League of Tampa President Betsy Graham said the biggest challenge of the project was to figure out how to put 85 years of history in one display. “We wanted to include everything, but had to focus on a few highlights throughout the years.”

Some of those highlights included a picture of Mrs. Jacqueline Kennedy with her Junior League of Tampa Gasparilla Cookbook from the 1964-65 World's Fair in New York and the evolution of the salvage shop in the 1930's to the Holiday Gift Market in the early 2000's.

The exhibit opening coincided with a membership meeting of more than 100 Junior League "Actives" on April 6. A luncheon on April 28 for "Sustainer" members is also planned.

For more information on how your group can participate in our Community Case program, contact Manny Leto at (813) 675-8985.

**About MarketingDirection.com**

MarketingDirection.com is a marketing executive sharing program based in Tampa, Florida, providing a full-time marketing presence to clients who can't justify the expense of a full-time marketing executive.

The program provides its clients with a senior-level marketing consultant who acts as a key member of its clients' executive team for one to three days a week. MarketingDirection.com provides complete marketing resources, from research and strategy to marketing plans, advertising, media buying, direct mail, and public relations support for both online and traditional marketing campaigns. Among the firm's services are direct marketing, website design, search engine marketing, social media, creating and implementing webinars and workshops and developing sponsorship and partnership opportunities for its clients. For more information visit [www.marketingdirection.com](http://www.marketingdirection.com) or call 888.495.4441.

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