

THE Woodlands AT FURMAN

FOR IMMEDIATE RELEASE
February 24, 2009

Contact: Bethany Cobb
864-918-7959 (mobile)
864-239-0616 (office)

THE WOODLANDS AT FURMAN CHOOSES ATLANTA-BASED SCOUT MARKETING AS ITS AGENCY OF RECORD

GREENVILLE, SC – The Woodlands at Furman announces that Scout Marketing will serve as its “Agency of Record.” The Atlanta-based company, which has a satellite office in Greenville, will be responsible for all marketing and branding efforts associated with the premier Retirement Community.

“Scout has an impeccable amount of experience in branding and marketing and we are proud to have them as part of our team,” said Laureen McGuire, Regional Manager for Greystone Communities. “Creating the appropriate messaging to adequately inform the community about this new facility and its many amenities and then communicating those messages creatively and effectively is what Scout does best.”

The Woodlands at Furman is a Continuing Care Retirement Community situated on 22 wooded acres adjacent to the Furman University campus in Greenville, South Carolina. Upon completion, “the Woodlands” will offer a variety of lifestyle options, including 132 independent living residences, 32 assisted living apartments as well as 30 skilled nursing suites and 16 memory support suites. Residents will enjoy a wide range of amenities - including a spa, fitness center, tennis courts and a swimming pool – enabling residents to continue an active and engaged lifestyle. The University also offers a plethora of activities available to residents as well – including its lakeside concert series, sporting events, golfing and much more.

Construction is nearly complete and the first residents are expected to move into the community in the spring of 2009. For more information, please visit www.thewoodlandsatfurman.org.

Founded in 1999, Scout is a full-service marketing organization offering a variety of services in the consumer and healthcare marketplace. The Scout mission is simple: to develop and execute successful marketing campaigns, that are noteworthy for their balanced integration of strategic wisdom and creative power. They achieve this by following their mantra **Be Brave** at every step along the way. Their clients see this come to life in the form of marketing programs that break the traditional mold of advertising and move markets. Scout offices are located in Atlanta, GA, and San Diego, CA. and in-house services include everything from strategic planning and branding to advertising, media planning and buying, concept/creative development and design. For more information visit www.scoutmarketing.net or contact Bob Costanza @ 404-917-2688 ext. 210.

###