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HORNALL ANDERSON WORKS WITH FRED HUTCHINSON CANCER RESEARCH CENTER TO HELP LAUNCH OBLITERIDE

A Riding Event to Help End Cancer: Obliteride Comes to the Northwest this August

Seattle, WA – Branding and design firm Hornall Anderson has partnered with Fred Hutchinson Cancer Research Center to help concept and provide strategy on a number of brand initiatives, as well as pre and post launch event-related activities for the inaugural Obliteride fundraising and riding event, scheduled for August 9-11, 2013.

Research is the fastest path to ending cancer. And the Pacific Northwest is fortunate to have Fred Hutchinson Cancer Research Center, one of the top cancer research institutes in the world, right here in our own backyard.

Government funding for cancer research has been flat in recent years, but the incidence of cancer keeps growing, making the need for donations more important than ever. The inaugural Obliteride event is intended to engage and activate the entire community to save lives faster and support the lifesaving, breakthrough research. 100 percent of every dollar raised will go straight to cancer research at Fred Hutch.

In July 2012, Hornall Anderson began working with the Obliteride team to finalize their brand identity, develop pre-launch communications and help them kick-start their social media strategies and guerilla marketing efforts. These efforts included a pre-launch web site, a teaser video, Facebook presence and some local marketing teaser campaigns.

The beginning of 2013 saw the much-anticipated launch of Obliteride.org. Hornall Anderson designed the site, which was created with HTML5, to be responsive on mobile devices and tablets. The information architecture was also created so that the Obliteride administrative team can operate the site on their own, making it easy for them to add and change out information as further details become available.

In addition to the launch of the site, Hornall Anderson also designed the official participant bike kit that includes an Obliteride jersey and bike shorts, as well as an instructional manual for those wanting to create custom team jerseys. Specially designed posters were created and are blanketing Seattle-area Starbucks stores. The firm also helped to facilitate sponsorship fulfillment and worked on the “Turn Seattle Orange” campaign, which encourages local businesses to show their support during the month of April.

“This is an event that is near and dear to the heart of our firm, and we are thrilled to be taking an active role in helping to bring it to the Northwest,” said Nick Thiel, Hornall Anderson design director. “Many of us at Hornall Anderson have a passion for cycling and a number of us have been touched by the effects of cancer, so we feel incredibly humbled to have been chosen to work with the Obliteride team.”

Hornall Anderson has put together a team for the event and encourages other businesses in the Northwest to do the same. For more information about Obliteride, go to Obliteride.org or “like” them on Facebook.

About Obliteride

Driven by the goal to end cancer, [Obliteride](#) is a new, community-wide effort to accelerate lifesaving research at Fred Hutch. We are creating a movement of people committed to obliterating cancer and saving lives faster. It culminates in an empowering fundraising bike ride Aug. 9-11, 2013 that is quintessentially Northwest. Thanks to early anchor [sponsors](#), University Village and The Sloan Foundation, and other inaugural sponsors, 100 percent of every dollar raised goes directly to breakthrough cancer research at Fred Hutch. Join us. Ride. Donate. Volunteer. Tell others. Because ending cancer starts at Fred Hutch.

About Hornall Anderson

Hornall Anderson (www.hornallanderson.com) specializes in the design and execution of customer experiences that bring meaning to brands and consumers. We use a 360-degree design approach to create branded experiences from print to digital and packaged goods, to environments, virtual worlds and beyond. Hornall Anderson is a part of Diversified Agency Services, a division of Omnicom Group Inc. (NYSE: OMC) and has offices in Seattle and London.

About Diversified Agency Services

Diversified Agency Services (DAS), a division of Omnicom Group Inc. (NYSE:OMC) (www.omnicomgroup.com), manages Omnicom's holdings in a variety of marketing communications disciplines. DAS includes over 200 companies, which operate through a combination of networks and regional organizations, serving international and local clients through more than 700 offices in 71 countries.

About Omnicom Group Inc.

Omnicom Group Inc. (www.omnicomgroup.com) is a leading global marketing and corporate communications company. Omnicom's branded networks and numerous specialty firms provide advertising, strategic media planning and buying, digital and interactive marketing, direct and promotional marketing, public relations and other specialty communications services to over 5,000 clients in more than 100 countries.