

Vitamin Guides House of Ruth to Successful Exhibit Launch

Firm generates unprecedented interest on behalf of one of the nation's leading domestic violence centers.

Baltimore, Md. - (date) – Vitamin, a Baltimore-based design and marketing firm, recently completed their launch campaign for *A Line In the Sand*, House of Ruth Maryland's traveling photography exhibit focusing on some of the state's most prominent domestic violence activists.

Vitamin's role centered on generating attention and interest in advance of the exhibit's June 5th opening. The firm worked closely with House of Ruth Maryland to craft an aggressive media relations campaign, designed to focus not only on the exhibit itself but also on the stories that give it life. This holistic approach resulted in unprecedented publicity for House of Ruth, including extensive coverage in the *Baltimore Examiner*, the *Maryland Gazette*, and *Baltimore Magazine*.

To date, Vitamin has secured more than two million overall media impressions, with an estimated equivalent value of over a million dollars.

"Vitamin's work has made a very real difference," said Kerri Wojciechowski, House of Ruth's Associate Director of Community Relations. "These are really remarkable stories, and our main goal from day one has been to tell them to as many people as possible. Vitamin has absolutely helped make that happen."

According to Amanda Karfakis, Vitamin's VP of Communications, the work has been both challenging and rewarding.

"Getting the chance to partner with House of Ruth was an honor," she said. "It's not until you work on something like this that you realize just how many people are affected by the issues it addresses. Being a part of that meant a lot to us."

Initially conceived as part of House of Ruth's 30th anniversary commemoration, *A Line In the Sand* chronicles Maryland's fight against domestic violence and the people who have led the way. It features the work of both national and local fine art photographers, and each photograph is accompanied by a short text giving insight into the story behind the subject.

The exhibit launched at Gallery Imperato in South Baltimore. It's currently showing at the Enoch Pratt Free Library and is scheduled at St. Joseph Medical Center in Towson for February of next year. More venues will be announced before the exhibit closes in Summer, 2009.