

FOR IMMEDIATE RELEASE

ZION & ZION CLIENTS GIVE BACK; LEADING MARKETING AGENCY PULLS CLIENTS TOGETHER TO SUPPORT ARIZONA ACADEMIC DECATHLON

Leading mid-sized, full service marketing firm Zion & Zion coordinates multiple clients in support of Arizona Academic Decathlon silent auction

Phoenix, AZ – August 21, 2009 – Zion & Zion's support for the Arizona Academic Decathlon is now in its third year and as Zion & Zion continues to buck the downward economic trend and to demonstrate growth, the firm's support for the nationally ranked Arizona organization only continues to grow.

Since 1984, Arizona has fielded a US Academic Decathlon team. The US Academic Decathlon has been around since 1968, when it was started in Orange County, California by Dr. Robert Peterson. And for 19 straight years, the Arizona team has placed in the national top five.

With almost 120 schools, approximately 180 teachers and coaches and over 1800 students participating, the 2009/2010 Arizona Academic Decathlon promises to be one of the most competitive yet, and with the beginning of this Academic Decathlon season bringing additional challenges in the areas of fundraising, Zion & Zion COO and Arizona Academic Decathlon Board Member DuGué Zion has now arranged with many of the firm's Arizona-based clients to coordinate those clients' support of the upcoming Decathlon Silent Auction, to be held this evening, from 5:30pm to 7:30pm at SRP's PERA Club, 1 E. Continental Dr. in Tempe. The event will feature a cocktail hour and appetizers and a short informational program about the Arizona Academic Decathlon Association.

Arizona Academic Decathlon Executive Director Anne Edelstein stated, "We're extremely appreciative of Zion & Zion's support. The donations that they've solicited on our behalf for the silent auction include contributions from clients of theirs such as Goettl Air Conditioning, Core, Zany Zak, Remember Media, Rescue Rooter Plumbing, and Paradise Medspa... honestly, the list is so long, I can't recall them all off the top of my head. The Zions' firm has done extremely well in this down economy, and the fact that they're working so hard to 'give back' is a testament to their firm's character."

Decathlon Board Member Alison Waterkotte from SRP commented, "We have a significant fund raising challenge this year, and the contributions from Zion & Zion and its clients are going to be a significant help in making up the shortfall."

For more information on Zion & Zion, please visit the company's website at www.zionandzion.com. For more information on Arizona Academic Decathlon, please visit the organization's website at www.azacadec.org.

About Arizona Academic Decathlon:

The Arizona Academic Decathlon's mission is to promote, motivate and acknowledge excellence in academic efforts and educational achievement through a program of academic competitions for high school students of all scholastic achievement levels.

The organization's goals are to encourage students to excel in academic pursuits by promoting enthusiasm for learning, developing a spirit of competition, working as a member of a team, participating in peer tutoring, undertaking interdisciplinary study, emphasizing preparation and research, acquiring an understanding of the fine arts and increasing communication skills.

The Arizona Academic Decathlon also strives to improve the total educational program in Arizona by promoting the importance of excellence in broad academic performance, motivating students to reach their fullest potential and establishing a positive image of students in Arizona communities.

The organization also encourages community and business involvement and support of academic excellence through contribution of funds, time, talent and or materials.

About Zion & Zion:

With operations based out of Phoenix and Atlanta, Zion & Zion is a full service marketing strategy, advertising, public relations, and interactive marketing firm. Zion & Zion has clients across a broad range of industries and verticals including: Health & Wellness, Hospitality & Entertainment, Retail, Real Estate & Development, High Tech & Engineering and Home Improvement.

Zion & Zion differentiates itself through superior creative and long executive experience in marketing strategy as well as a truly integrated approach to marketing and advertising built upon the firm's capabilities to provide almost all services in-house.

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