



## **News Release:**

Contact: Shane R. Stepien, *President*, (315) 342-2554, [shane@steponecreative.com](mailto:shane@steponecreative.com)

### **Step One Creative Launches New Website**

**OSWEGO, New York (February 18, 2008)** – Step One Creative, an Oswego-based marketing communications firm, has launched their new website at [www.steponecreative.com](http://www.steponecreative.com).

According to Shane R. Stepien, president of Step One Creative, the site provides an overview of the firm’s broad range of service offerings, their experienced professional team, agency news, and a sampling of client projects.

“The site was designed to provide a greater understanding of our agency, our services, and most importantly our capabilities,” said Stepien. “We’re very pleased with our new web initiative, and have plans going forward for the site to serve as a marketing resource for small businesses and organizations throughout the region.”

Step One Creative partnered with their web production team MBrockett Design Group of Clinton, New York, and Oswego-based photographers VanSuydam Photography for the site’s development.

“We have a wonderful network of extremely talented and creative people we work with everyday,” said Mark Proud, creative director at Step One Creative. “The site was a collaborative effort, and good example of the teamwork we put forth on all of our projects.”

Established in 1996, Step One Creative is a division of Step One Communications, LLC, located at 135 West First Street in Oswego, New York. Their agency offers full-service advertising design, brand development, public relations, copywriting, media planning/placement, market research, and capital campaign development/fundraising to organizations and businesses throughout Central and Upstate New York.

For additional information on the services offered through Step One Creative please contact (315) 342-2554 or visit them online at [www.steponcreative.com](http://www.steponcreative.com).