



STRATEGIC COMMUNICATION

News Release

For Immediate Release

Contact: Peter Vercellone
Office: 401-435-8900
peter.vercellone@litossc.com

Litos selected by Bridgewater State University to design, produce book chronicling institution's history.

(Providence, RI, April 14, 2010) Bridgewater State University, a longtime Litos client for branding and capital campaign assignments, has chosen the firm to design and produce "Not to Be Ministered Unto, But to Minister: Bridgewater State University 1840-2010."

Professor Emeritus and Lincoln scholar Thomas Turner is writing an in-depth history of the university from its days as a one-room schoolhouse to the current 11,000-student campus on 270 acres. Litos Design Director Mike Mondor will be working closely with Turner and Karen Booth, BSU Coordinator of Development Communications, to make Bridgewater's storied history come alive on every page.

Included in the book and to be preserved for the future is the story of the birth of the normal schools, establishment of the board of education, creation of minimum standards for the education of would-be teachers and the development of a viable system of public higher education.

The book will also contain a comprehensive, illustrated timeline from the early years of the school to the present. Litos is proud to help preserve the story of how the former "Bridgewater Normal School" has influenced generations of students and teachers.

About Litos Strategic Communication

Litos Strategic Communication is an integrated marketing communications firm offering senior-level expertise in branding, marketing communications and creative execution. Established in 1984, the firm has built a national reputation for creating and implementing innovative, results-oriented marketing solutions for its clients, successfully positioning and advanced the agendas for clients in energy, manufacturing, services, packaged goods and telecommunications, among others.

Good Thinking