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For Immediate Release

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Patty Briguglio Named To Steering Committee For The Provisional Chapter Of The Assistance League Of Raleigh

Raleigh Woman Business Owner To Serve On Steering Committee

Raleigh, NC – Patty Briguglio, President of MMI Associates, Inc., has been named to the steering Committee for the provisional chapter of the Assistance League of Raleigh. The steering committee will propose and launch the formation of the second Assistance League chapter in the area. Her duties will include organizing and recruiting interested people to help provide the guild with assistance. The Assistance League's National Headquarters specifically requested that a new chapter be formed in the area.

"I am pleased to be able to serve of this committee," said Briguglio. "Giving back and helping the community is imperative to the success of the Triangle. I am honored to be part of a committee that is dedicated to meeting the needs of the community through service, resources and financial support."

About Patty Briguglio:

Patty Briguglio is President of MMI Associates, Inc. a full-service marketing and public relations firm. Instrumental in founding organizations that benefit women, Briguglio founded the Arizona Women's Business Enterprise Council (AWBEC) and the Triangle Women Presidents' Organization (WPO), a nonprofit organization whose members are a diverse group of entrepreneurial women presidents who have guided their businesses to generate at least \$2 million in gross annual sales or \$1 million for a service-based business. She has been active in the National Association of Women Business Owners (NAWBO) for more than 10 years, receiving many awards, most recently the NAWBO 2004 Rising Star Award and 2005 Member of the Year Award. Briguglio was named one of the 25 most influential *Women In Business* by the *Triangle Business Journal*. The National Federation of Independent Business (NFIB) and the town of Cary named her the 2005 Small Business Champion of North Carolina. The Office of the Governor recently honored Briguglio with the Old North State award. Briguglio devotes her time to a number of civic and charitable organizations including the Assistance League of Raleigh, the Greater Raleigh Chamber of Commerce, Pines of Carolina Girl Scout Council, the Hospice of Wake County, and the Triangle Community Foundation (TCF). For more information, please call 919-233-6600 or visit the MMI Associates website at <http://www.mmimarketing.com>.

About The National Assistance League:

The National Assistance League is a nonprofit organization providing educational opportunities and support services to more than 100 chapters across the nation, involving over 23,000 members. Founded in the early 1990's The National Assistance League was the first nonprofit, nonpolitical, nonsectarian organization. Members of the Assistance League are dedicated to improving their local communities through effective volunteerism. The National Assistance League establishes and charters new chapters throughout the United States. For more information on the National Assistance League please visit the website at <http://www.assistanceleague.org/home2.cfm>.

About MMI Associates, Inc.:

MMI Associates, Inc. is a full-service marketing and public relations firm offering a wide range of services to help clients achieve measurable results in brand awareness, name recognition, market penetration and crisis management. Established in 1994 in Phoenix, Arizona, this award-winning firm was named one of the top 10 public relations firms in the state by *Arizona Business Magazine* and *bizAZ Magazine*. In North Carolina, the *Triangle Business Journal's* Book of Lists for 2004 and 2005 recognized MMI as one of the top public relations firms in the Triangle. The firm has received numerous MarCom Creative Awards, the 2005 Videographer Award and the

2004 Communicator Award. For more information, please call 919-233-6600 or visit the website at <http://www.mmimarketing.com>.

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