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**METROLINA AIDS PROJECT TO WORK WITH BLUE NINE PARTNERS**  
*Team to Refine 20-Year-Old Organization's Communications Strategy*

CHARLOTTE, N.C. – Charlotte-based Blue Nine Partners has initiated its latest pro-bono project, working with Metrolina AIDS Project (MAP) to study and refine the charitable organization's communications strategy. Each year, Blue Nine Partners selects two or more causes to join with and provide assistance; the May 20<sup>th</sup> Society was the prior 2004 pro-bono project.

“We evaluated a number of local not-for-profit organizations, and opted to work with Metrolina AIDS Project at this time. MAP's upcoming 20-year anniversary provides an excellent opportunity for evaluation of their communications program, and Blue Nine Partners looks forward to assisting MAP in that process,” said Winn Maddrey, president of Blue Nine Partners.

“We are very excited to be working with Blue Nine Partners,” said Wren Westbrook, director of development at MAP. “As we enter our 20th year of service to the community we need to find new ways to educate the public about our programs and services. We hope that in partnership with Blue Nine Partners we will be able to increase the community's support of our agency and raise awareness about the urgency of HIV/AIDS treatment and prevention education.”

Specifically, Blue Nine Partners is interviewing a number of key audiences for MAP, reviewing their comments and using this information to determine market positioning and messaging. After review of this information, Blue Nine Partners will determine strategies and integrate these into a communications program. This program will have a number of specific, tactical components which will be run by MAP, its board and staff.

Metrolina AIDS Project strives to improve the lives of individuals and families affected by HIV/AIDS and to prevent further spread of this disease through services, education and client advocacy. Founded in 1985, MAP is the Charlotte region's leading provider of comprehensive case management, support services, prevention education and direct financial assistance to people living with HIV/AIDS.

Blue Nine Partners delivers business advice and results – through a combination of management and communications strategy – to early stage and middle market companies. Blue Nine Partners' projects typically involve strategy, consulting, marketing and public relations.

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