

La Salle Institute retains Millennium Business Communications

TROY — Millennium Business Communications, an award winning marketing communications firm in Albany, has been retained by La Salle Institute to create and launch a multi-media marketing campaign aimed at distinguishing La Salle as a preferred and affordable alternative to Public Schools, and recruiting new students. The campaign, entitled "Trust your son's future to LaSalle," features a series of hard hitting messages to build its brand, as well as stress the fact that while public schools face uncertainty and cuts, La Salle continues to add strong academic program offerings and maintains robust athletic and award winning music programs for its students. The campaign recently kicked off and will run well into the summer.

Because La Salle Institute is located next to the campus of Hudson Valley Community College, it allows La Salle to be the only school in the region able to offer College courses and programs on the HVCC campus. This allows student to not only receive college credits, but also be a part of the actual college campus environment. "We feel our program offerings are tremendous in preparing students for the next level and beyond," said Brother Carl Malacalza, Principal of La Salle. "Our graduating class had 100% acceptance to Colleges and Universities across the Country, and students received over \$9 million in scholarships. These are the types of students and men La Salle produces." The number of available college courses at La Salle will grow to 30 next year, and they are in development to add an alternative energy curriculum that would further allow students to take advantage of HVCC's nanotechnology and renewable energy programs.

"La Salle is the best kept secret in education in the Capital District," stated Paul Madelone, Chief Marketing Officer for Millennium Business Communications. "Their academics, athletics and arts programs are top notch, and given the cuts going on with Public Schools and the surrounding uncertainty, we want the public to know that La Salle is a viable and preferred choice for their Son's education."

"We chose Millennium Business Communications after much research. We are very pleased with the quickness of their responses, how thoroughly this has been handled and the professionalism from such a young company," said Tish LaTorre, Director of Institutional Advancement for La Salle Institute. "The expertise that Millennium brings to the table is unsurpassed in this region. Millennium understands the pulse of this community and yet it is a firm that reaches globally."