



For Immediate Release

Media Contact

June Ip

E: june@murmurcomms.com

T: (416) 530-4057

Murmur Communications Offers *Pro Bono* Services to Community Safety Organization

The company is working with St. Leonard's Society of Toronto to create a cohesive web strategy.

TORONTO, CANADA (JULY 22, 2010) – Murmur Communications is pleased to announce that it has agreed to provide *pro bono* services to St. Leonard's Society of Toronto, a community safety organization that provides support to adults and at-risk youth. The organization has engaged Murmur Communications in creating a web strategy that will help it tell its unique organizational story.

“Organizations like St. Leonard's are often stigmatized because they don't tell their stories effectively,” says June Ip, Principal at Murmur Communications. “I'm very happy to be working with them so the importance of their work can be seen by the community.”

Murmur Communications will help the organization identify online tools that will help them to create dynamic content, as well as offer their experts the opportunity to share their knowledge. Eventually, the plan is to also highlight the stories of those who have been served by St. Leonard's. The website is slated to be launched sometime in 2010.

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About Murmur Communications

Murmur Communications helps small and medium sized organizations undergoing change to create communications strategies that suit their objectives and their budgets. The company specializes in helping emerging companies create a brand for themselves, and promote cohesive internal and external communications practices in growing companies. Based in Toronto, Canada, the company relies on the decade of experience of its Principal, June Ip, in addition to its various partners, to deliver inspired communications leadership to companies in a wide array of industry sectors.