FOR RELEASE

The Quell Group Celebrates 20th Anniversary With “20 Acts of Kindness” to Local Community

TROY, Mich., May 20, 2014 — The Quell Group, Michigan’s leading integrated brand communication firm, is marking its 20th year by pledging “20 Acts of Kindness” to worthy causes in the metro Detroit area – one act of service for each year in business. The first outreach, providing meals to the Troy Fire Department, takes place today; the others are scheduled to follow through the end of the year.

“Our goal is to bring visibility to these worthy causes,” said Mike Niederquell, co-founder and CEO. “Not only through a donation of resources, but also to elevate their needs to the community at large.”

Recipients of Quell’s “20 Acts of Kindness” include regional chapters of national organizations such as the Michigan Humane Society, the Boys & Girls Club of Troy and the Salvation Army, as well as local organizations such as Michigan Military Moms, Troy Youth Assistance and Grace Centers of Hope.

“All it takes is one act of kindness to inspire others,” added Robin Lord, co-founder and COO. “Our team is excited to show support through our 20 Acts of Kindness and demonstrate how big and small gestures can make a difference to the community from which we derive success.”

Each of the 20 acts in the community service campaign will be featured on Quell’s social media with #Quell20AOK. The public can follow Quell’s team on Facebook, Twitter and Instagram as they deliver packages, participate in events and volunteer at local organizations.
About The Quell Group
Founded in 1994, The Quell Group is a premium, integrated brand communications firm with a strategic approach, proprietary processes, diversified talent and aggressive execution that defines and aligns the true value of companies with the needs of their constituents to achieve enterprises success. Unknot. Align. Market.® is the firm’s registered method that combines strategic market assessment with a full suite of market facing tools.

The Quell Group integrates and delivers award-winning branding and marketing services including positioning, strategic messaging, public relations, marketing, event marketing, design, digital and social that motivate the market.

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