



**Scheibel | Halaska**  
Strategic Marketing Communications

## **FOR IMMEDIATE RELEASE**

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### **My Home Your, Home Inc. Selects Scheibel Halaska as Agency of Record Firm Transforms Web site into a Dynamic Communication Tool**

**Milwaukee, Wis.** –July, 2009- Scheibel Halaska, an integrated marketing communications firm, was named the agency of record for local social service agency My Home, Your Home Inc.. Scheibel Halaska, a long-time partner of My Home, Your Home Inc., reconstructed the organization's current Web site making it a more engaging and effective communication tool for creating and distributing information to a diverse base of stakeholders.

“The re-development of our Web site has significantly improved our ability to keep everyone informed of what's going on at the organization,” said Connie Jones, executive director of My Home, Your Home Inc.. “Scheibel Halaska's active involvement and passion for our cause has been instrumental in developing communications that reach our target market.”

Within the past year, the Web site has undergone massive changes and has become a resource portal for the organization's staff, volunteers and donors. The site keeps constituents informed and active within the organization by featuring regular updates on upcoming events and job postings. The site has also become more interactive and engaging with the addition of online video content. Most recently, Scheibel Halaska developed an online donation tool which has made supporting the organization's Lissy's Place, a safe haven for homeless women in Milwaukee's West side, easier and more convenient for stakeholders.

Scheibel Halaska has been actively involved with My Home, Your Home Inc. since 2006. In 2007, the firm planned its annual gala dinner and silent auction. John Schiebel, CEO of Scheibel Halaska, has been an active member of the organization for the past four years. He currently serves as co-chair of the Finance Committee.

#### ***About Scheibel Halaska***

*Scheibel Halaska offers a full spectrum of business communication services: from branding and positioning to the development of strategic communications in the domains that include advertising and public relations, global marketing, internal communications, direct marketing, sales communications and more. Visit [www.insidesh.com](http://www.insidesh.com) for more information.*

***About My Home, Your Home Inc.***

*My Home, Your Home Inc. is a social service agency offering a wide array of services to children, adults and families. Funding for My Home, Your Home Inc. comes from government agencies, foundations and community donors. For more information on the agency and how to help, please call (414) 447-7017 or visit [www.mhyh.org](http://www.mhyh.org).*

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