



FOR IMMEDIATE RELEASE

Milestone's Anderson to Serve as AAF VP

SARASOTA, Florida (October 6, 2011) – Matthew Anderson, president of Sarasota-based Milestone Marketing Associates, Inc., was recently named Vice President of the American Advertising Federation's Suncoast chapter, covering Sarasota and Manatee counties.

“One of my personal goals when I started Milestone two years ago was to play an active role in the local business community,” Matthew said. “AAF Suncoast represents the best creative businesses in our area, and I am honored to serve as this year’s vice president and programs chair.”

As Vice President, Matthew is now in line to take over as president of the Suncoast chapter next year. Matthew is also serving as the head of the Programs Committee, which is responsible for the club's programs which include Monthly Social Gatherings, Bi-Monthly Business Workshops, Student Programs, and Marquee Events.

“Matthew is quickly becoming a fixture of the local advertising scene, having built Milestone from literally nothing,” says Alex Stafford, president of the AAF's Suncoast chapter. “He is always quick to volunteer. His service on the Programs Committee has been exemplary, and we’re all confident that he’ll shine in this new role.”



About the American Advertising Federation

The American Advertising Federation Suncoast is the local "AdFed Club" covering Sarasota and Manatee. It is a professional organization for businesses in advertising and marketing. At the state and national level the association lobbies against taxing the advertising industry. At the local level the group is about professional networking, development, and recognition. AdFed is most widely known for the ADDYs, a local, regional, and national awards show for the creative work that AAF members produce.

About Milestone Marketing Associates, Inc.

Milestone Marketing Associates, Inc. is a virtual advertising agency based in Sarasota, Florida. Milestone provides a full range of traditional advertising, marketing and public relations services, digital solutions including website design, online marketing and video production, as well as trade show consulting and corporate event management. For more information about Milestone Marketing Associates, call (941) 306-3602, email info@milestone-marketing.com, or visit www.milestone-marketing.com.

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