



FOR IMMEDIATE RELEASE

## **Milestone Marketing Associates Sign New Client**

### ***Local Golf Startup 14golf co. Will Get Branding, Website***

SARASOTA, Florida (November 16, 2011) – Milestone Marketing Associates, Inc. announced it has agreed to provide marketing and creative services to 14golf co., a new company based on Longboat Key.

“Working with a brand-new business is one of the most exciting aspects of what we do here at Milestone,” says Matthew Anderson, founder and president of Milestone Marketing Associates. “We are really looking forward to the challenge of building the 14golf brand from the ground up.”

“Part of the challenge for anyone launching a new business is getting the word out,” says Prather Crisp, co-founder of 14golf. “We chose Milestone because they have a solid track record of helping local small businesses promote themselves and grow.”

Crisp is a seasoned club professional with several years of experience in the Sarasota area. He has worked as an assistant professional at top clubs in the area, including The Oaks Club and IMG Golf & Country Club. Prior to that, he spent four years as an assistant golf professional at The Golf Club of Amelia Island, near Jacksonville. He holds a Bachelor of Arts degree in physical education from the University of South Florida.

Prather's wife, Wendi, is the other founder of the business. Her role is to oversee the administrative and marketing aspects of the business while Prather focuses on golf operations.

Milestone will be providing a package of creative services that includes the design of a new logo, a corporate identity suite, branding and a comprehensive website.

14golf's lessons are given at the Longboat Key Club & Resort.

### **About 14golf co.**

14golf co. is a Sarasota-based business providing golf lessons and instruction, with a focus on developing and improving the short game. Founded by PGA teaching professional Prather Crisp and his wife Wendi, 14golf strives to deliver a world-class learning experience to every student, every time. For more information about 14golf, call (904) 556-1986.

### **About Milestone Marketing Associates**

Milestone Marketing Associates is a creative communications company based in Sarasota, FL. Milestone builds brands on the web and in the real world. For more information call (941) 306-3602, email [info@milestone-marketing.com](mailto:info@milestone-marketing.com), or visit [www.milestone-marketing.com](http://www.milestone-marketing.com).

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