

FOR IMMEDIATE RELEASE...

COMPASS MARKETING CHAIRMAN & CEO JOHN WHITE WINS 2011 MAN OF THE YEAR TITLE

ANNAPOLIS, Maryland; May 9th – After an intense yet fun filled 10-week campaign, Compass Marketing (www.compassmarketinginc.com) Chairman & CEO John White with the help of his Compass Cares fundraising team won The Leukemia & Lymphoma Society's 2011 Man of the Year award!



John White with his Compass Cares fundraising team

For over 50 years The Leukemia & Lymphoma Society has been dedicated to funding blood cancer research, education, and services. Being the world largest voluntary organization dedicated to fighting blood cancers, LLS has been awarded more than \$680 million in research funding to date allowing them to continue their goal to find a cure for Leukemia, Lymphoma, Hodgkin's disease and Myeloma.

The Man & Woman of the Year campaign is a campaign in which candidates compete to raise the most money in hopes of winning the title of Man or Woman of the Year. Candidates compete in honor of The Boy & Girl of the Year, local children who are blood cancer survivors.

“Proceeds from this year's campaign pleasantly exceeded expectations raising an astounding \$230,000!” said Mr. White. All the money raised during the campaign went directly to LLS in their continued effort to improve patient care and save lives.

Executive Director of The Leukemia & Lymphoma Society's Maryland Chapter, Jon Rosa, opened the ceremony noting all of the hard work and outstanding people who were in the running for this year's title. He stated “People like those whom we have running this year are truly able to touch so many lives. Without their hard work, kind hearts, and immense dedication to our cause we would not be able to continue our progress in finding a cure for blood cancers and our fight to save lives.”

Man of the Year title winner John White was truly honored to be part of such a great cause applauding all candidates for their remarkable dedication and thanking everyone for their time stating “The one thing of true value to us all is our time and the fact that you are and have given your time to such a wonderful cause is a special thing which allows us to truly make a difference in so many lives.”

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John will be recognized in a full-page national advertisement in USA Today, the Baltimore Business Journal, and featured on billboards around the Baltimore Metropolitan area.

About Compass Cares

Compass Marketing has a long and active history of giving back to the community for a variety of causes through its foundation Compass Cares. Whether it is working with JDRF, the United Way, the Chesapeake Bay Environmental Center, Pathfinders for Autism, Cystic Fibrosis, the International Foundation for Research and Education on Depression (iFred) or many others, Compass Cares brings together clients, customers, employees, family and friends to help make a difference.

About Compass Marketing Inc.

Compass Marketing, Inc. is a leading marketing and sales company for consumer products in the country. Chairman & CEO John White founded Compass Marketing, Inc. in 1998, headquartered in Annapolis, MD. Compass Marketing has grown to now proudly represent a powerful portfolio of many Fortune 100 clients.

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