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Electriccurrent Celebrates 10 Years as a Corporation

LONDON, ONTARIO – May 31, 2010 – Today marks the ten-year anniversary of Electriccurrent, a company that was originally founded in December of 1996, but wasn't officially incorporated until May 31 of 2000 by Ray and Carolyn Majoran.

“Back in 2000, our passion was web design and development”, says Ray. “We never even considered the print and advertising world because that wasn't our expertise. It wasn't until a few years later that we began to get into the print and communications world, primarily because Hugh Pindur, our Creative Director, had a strong background in those areas.”

Electriccurrent now sits at thirteen people and is a full-fledged marketing and communications firm, with a strong focus on brand development and web technology. Whereas most creative agencies started in the print realm and then slowly moved into designing websites, Electriccurrent has taken the reverse approach and it has paid off.

“By the time most marketing and communications firms even started getting into web development, we were well ahead of the game”, notes Brian Klassen, President and Partner at Electriccurrent. “Our technology team has spent the last ten years developing a proprietary enterprise-level content management solution that now serves most of our clients.”

Over the last number of years, Electriccurrent has also focused its efforts on developing a product called “AdvancedMinistry” – a tool that enables churches and ministries to build and maintain their own website. AdvancedMinistry has seen a great deal of success and now serves thousands of ministries worldwide.

Electriccurrent's core service offering includes communications strategy, brand development, strategic planning, research, print design, advertising, media buying, web design and development, events management and public relations.

The company has also received over 50 awards and been acknowledged by organizations like the Webby's, Davey Awards and American Design Awards. In 2005 and 2006, Electriccurrent was recognized as one of the “Top 10 Places to Work in Canada” by The Bridgeway Foundation and CCCC.

Some of Electriccurrent's ministry-based clients over the last ten years include: Youth Specialties, Pure Life Ministries, World Vision, Teen Challenge, International Justice Mission, Dallas Theological Seminary, Opportunity

International, Promise Keepers, Southwest Baptist Theological Seminary, Vineyard Music, Biola University, The Salvation Army, Bridgeway Foundation, Crown Financial, Muskoka Woods Sports Resort, CAM International, Send International, Kidzmatter, NavPress and the William Carey Library.

The company also has a corporate division that operates under the name, Bark Communications. It's corporate clientele over the last ten years includes: Maple Leaf Sports & Entertainment, Ontario Mutuals, Dieticians of Canada, Norcast, Bayer, Pride Seeds, Suzuki, Stanford University, Universal Studios, London Tourism, ADI Strategies, Beyond Speech Therapy, University of Western Ontario, Town of Ajax, Pilot Insurance and Sinclair Technologies.

Electricurrent would like to thank each one of its employees for the time that they have worked here. "We are like a family", notes Ray. "Brian and I would like to personally thank (in order of their tenure here) Carolyn Majoran, Hugh Pindur, Andrew VanderPloeg, Craig Custeau, Derek Gyssels, Linda Parry, Mark Morrison, Steve Gauthier, Julie Exel, Walter Bax and Eric Provost. To God be the glory. May He continue to bless us for the next ten years and beyond."

For more information, see:

Electricurrent – www.electricurrent.com

AdvancedMinistry – www.advancedministry.com

Bark Communications – www.barkcommunications.com