



greenberg

**FOR IMMEDIATE RELEASE**

Contact:  
Susan Kohl, APR  
Sierra Communications  
(209) 586-5887  
[skohl@sierracomm.com](mailto:skohl@sierracomm.com)

**Greenberg Announces Recipients of its Annual “Greenberg Gives” Program**

**Berkeley, California — February 27, 2006** — For the eighth year in a row, Greenberg has selected charitable organizations in the Bay Area to receive funds from its annual “Greenberg Gives” program. “Greenberg Gives” donates one dollar for each person who participates in its market research studies. Greenberg has raised over \$50,000 through this program. This year, it is donating over \$10,000 to non-profit organizations ranging from the San Francisco Aids Foundation, American Red Cross, Adopt a Special Kid, and the San Francisco Food Bank.

“It’s extremely important for our company to give back to the community,” said Andrew Greenberg, president and founder of Greenberg Brand Strategy and Greenberg Studios. “As a corporate citizen and as people, we depend on a partnership with our communities. The respondents we include in our studies give us clues and insights that help form a stronger bond between brands and people. ‘Greenberg Gives’ is our way of thanking them for their contributions.”

Company employees recommend organizations they are interested in helping. Other recipients of the 2005 “Greenberg Gives” program include Livable Berkeley, Zen Hospice, Better Health Foundation, Berkeley Women’s Health Center, Boys and Girls Hope, Citizens United for Research in Epilepsy, Coalition for Homelessness, Doctors without Borders, Forests Forever, Homeless Animals Lifeline. KPFA Radio, Leukemia and Lymphoma Society, Making Waves, Mercy Corps, America’s Second Harvest, W.A.G.E.S., Women’s Initiatives, Berkeley Emergency Food & Housing, and the American Civil Liberties Union.

Greenberg Brand Strategy    918 Parker Street\_ste.a22  
510\_845\_1380                Berkeley\_CA 94710  
510\_845\_1503\_Fax           greenberginc.com



greenberg

President and founder Andrew Greenberg also gives back to the community by serving on the advisory board of Common Sense Media ([www.common sense media.org](http://www.common sense media.org)). Common Sense Media is a national organization led by concerned parents and individuals, with experience in child advocacy, public policy, education, media and entertainment. Its members have a broad range of views and backgrounds, but share an interest in improving the media for their families.

### **About Greenberg Brand Strategy and Greenberg Studios**

Greenberg Brand Strategy is a research and strategy consultancy. By combining traditional and proprietary research techniques with market intelligence, competitive analysis, and years of brand planning experience, Greenberg Brand Strategy delivers actionable recommendations tailored to meet specific marketing needs and guide implementation. Greenberg Brand Strategy offers its own [proprietary methodologies](#), which include StudioGo™ and The Jam™. Greenberg Studios is a contemporary facility used to host focus groups and support the brand strategy company. Greenberg Studios created and uses a unique recruitment tool called [myfocusgroup.com](http://myfocusgroup.com) for the purpose of qualitative marketing research. For more information, visit [www.greenberginc.com](http://www.greenberginc.com) or call (510) 845-1380.

###

Greenberg Brand Strategy  
510\_845\_1380  
510\_845\_1503\_Fax

918 Parker Street\_ste.a22  
Berkeley\_CA 94710  
[greenberginc.com](http://greenberginc.com)