

BLUE ID PRESS RELEASE



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Blue North spins off Blue ID to serve financial and insurance clients

New agency poised to lead the way in helping clients cut costs and create happy customers through personalized communications

November 30, 2011, Guelph, ON – Blue North, an award-winning marketing firm specializing in personalized communications, is spinning off its financial communications practice to form Blue ID as of December 1, 2011.

Headed by former Blue North VP Dave Carr-Pries, Blue ID will build on a track record of success as it continues helping its clients in the insurance and financial sectors enhance and streamline their customer communications.

“Blue ID is now better positioned than ever to help our clients navigate a challenging economy by re-engineering their customer communications,” Carr-Pries says.

“As specialists in streamlining and transforming communications, we help organizations save money and create happy customers at the same time. The formation of Blue ID provides the focus that is needed to maintain our position as an industry leader.”

Blue ID draws on a “tremendous legacy of success and excellence in information design and personalized communications,” Carr-Pries adds. The team’s work has attracted North America-wide recognition, most recently with an Insurance & Financial Communications Association “Best of Show” award.

Blue North CEO Cam Shapansky adds: “This team and this practice are award-winning leaders in their field. As a separate company under Dave’s leadership, they will have more focus and a more aggressive mandate to lead and innovate. What’s not to like? This is really exciting stuff.”

Blue ID will continue operating out of its Guelph location and anticipates a seamless transition.

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About

Blue ID helps financial organizations transform transactional documents into relationship-building tools by using personalized messaging to speak directly to each recipient’s affinities and interests. Blue ID is based in Guelph, ON.

Blue North helps non-profit organizations connect more closely with their donors, enabling them to strengthen relationships, raise funds and Do More Good. Blue North is based in Guelph, ON, and Sacramento and Orange County, CA.