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a. Bright idea
verbal and visual communication

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A. Bright Idea announces new client relationship with Hillside Lawn Service

BEL AIR, MD - A. Bright Idea, LLC, an award-winning public relations, advertising and design firm, recently became agency of record for Hillside Lawn Service. A. Bright Idea will assist Hillside develop verbal and visual communication solutions, including a direct mail and media campaign.

"For over 20 years, Hillside Lawn Service helped generate beautiful and healthy lawns across Harford, Baltimore and Cecil counties," says T.J. Brightman, Vice President of Client Relations for A. Bright Idea. "We look forward to assisting Hillside with their marketing needs in the areas they currently serve."

Hillside Lawn Service utilizes an integrated pest management system to treat specific lawn needs based on a variety of factors such as time of year, weather conditions, turf density, weed and insect types, and soil conditions. Hillside Lawn Service operates on an environmentally responsible philosophy of avoiding unnecessary chemicals or treatments.

"Hillside Lawn Service values its customers and community," explains Stuart Cohen, president and chief executive officer. "We look forward to working with A. Bright Idea to develop quality communications to enhance the lawn care experience of our customers and neighbors."

About Hillside Lawn Service

Located in Churchville, Md., Hillside Lawn Service provides professional lawn care service, including complete tree and shrub care, aeration and overseeding, landscape bed maintenance, pruning, fertilization, and weed control. Hillside Lawn Service also provides special programs for newly installed lawns and serves Baltimore, Baltimore County, Harford County, and Cecil County.

About A. Bright Idea

A. Bright Idea, located in Bel Air, Md., provides verbal and visual communication solutions for a variety of retail, small business, government and non-profit clients. Founded in 1996, the firm represents clients including Bel Air Center for Addictions, Harford Neighbors.net, The Highlands School, Slavia Federal Savings Bank, and URS Coleman. For more information on A. Bright Idea and its services, visit its Web site at www.abrightideaonline.com or email info@abrightideaonline.com.



CAPTION: T.J. Brightman, Vice President of Client Relations, A. Bright Idea

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