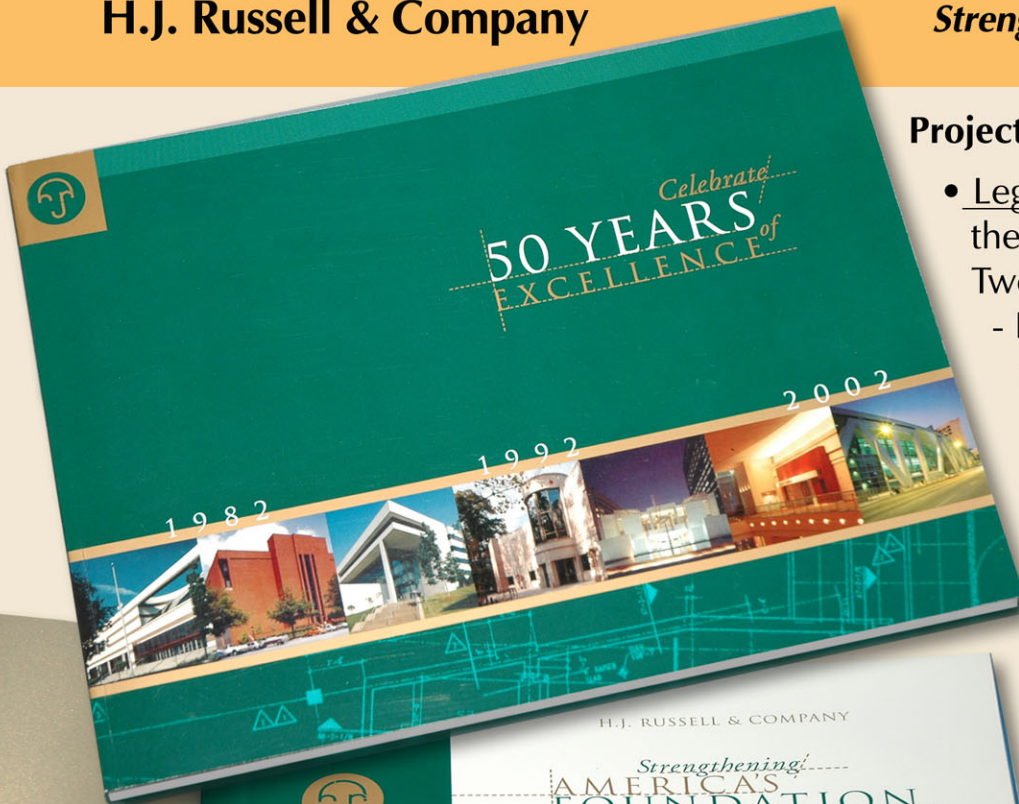


We're Telling Stories

H.J. Russell & Company

Strengthening America's Foundation



Project Summary:

- Legacy Book that commemorates the company's 50th anniversary. Two editions:
 - Limited run hardbound edition for distribution to family members, close friends and company associates.
 - Long run soft-cover edition for broader marketing purposes.

Additional legacy products:

- 20-minute Video History projected at anniversary event and re-edited for ongoing marketing purposes.
- History Wall used at anniversary events and display at corporate offices.
- Content repurposed for PR releases, Website and Collateral Materials.



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