



**Press Release Contact Information:**

Mark Cicero  
Burns Marketing Communications  
Director of Public Relations  
4848 Thompson Parkway  
Johnstown, CO  
USA, 80534  
Voice: 970.203.9656  
Fax: 970.203.9657  
E-Mail: [Email us Here](mailto:mark.cicero@burnsmarketing.com)  
Website: [Visit Our Website](http://www.burnsmarketing.com)

**Smartwool and Yampa Valley Medical Center Choose Burns Marketing Communications**

*Northern Colorado-Based Marketing and Communications Firm Expands its Client Roster in Yampa Valley*

/24-7PressRelease/ - JOHNSTOWN, CO, March 27, 2008 - Burns Marketing Communications, northern Colorado's largest communications firm and one of the largest agencies in the state, today announced it has expanded its reach further into Colorado by adding two prominent Steamboat Springs organizations, SmartWool and Yampa Valley Medical Center, to its client partner roster.

SmartWool, a leading manufacturer of merino wool apparel, recently engaged Burns Marketing Communications for development of a customer-facing web tool.

Yampa Valley Medical Center, an independent non-profit community hospital dedicated to serving the needs of residents throughout northwest Colorado, selected Burns Marketing to provide strategic marketing and creative services.

Burns Marketing Communications delivers a full slate of strategic marketing and communications services to leading businesses and organizations throughout Colorado, the region, and the nation. The firm has been seeking to expand its presence in the Yampa Valley in particular, in part because members of the Burns Marketing management team and staff are part-time residents of Steamboat Springs. By spending a great deal of time there, the team has recognized the strong business community in that region and has sought out the opportunity to support Yampa Valley businesses.

"We have a particular affinity for Steamboat Springs because many of us spend time there year after year, and we often hold our annual company retreat and other events in Steamboat," said Mike Burns, president of Burns Marketing Communications. "We very much look forward to not only continuing to spend recreational time in Steamboat but now to helping top-notch businesses there become even more successful."

**About Burns Marketing Communications**

Established in 1972, Burns Marketing Communications is a full-service marketing communications firm providing strategic marketing, comprehensive public relations programs, complete creative services, and interactive development. The firm's highly talented team develops cutting-edge marketing and communications solutions for local, national, and international clients with a focus on energy, environment, financial services, health and wellness, real estate and land development, and science and technology. With its solid commitment to excellent business practices and community giving, Burns Marketing recently was named Northern Colorado's Best Corporate Citizen by the Fort Collins Coloradoan, and also earned a Mountain States Better Business Bureau Torch Award, honoring companies that demonstrate outstanding business ethics and exemplary management practices. For more information, call 970.203.9656 or visit [www.burnsmarketing.com](http://www.burnsmarketing.com).