
PRESS RELEASE

Local High School, Pharmacy, and Assisted Living Facility Join Forces to Introduce New Healthcare Product

CHESTERFIELD - The students of Midlothian High School's Advanced Marketing class meet on December 3 to donate a brand new product to the residents of Elmcroft Assisted Living, with the help of Buford Road Pharmacy. The Midlothian High seniors have learned to develop marketing plans and product distribution for the new walker product: "Walk & Roll"™ "Tennis Balls...with attitude!"™

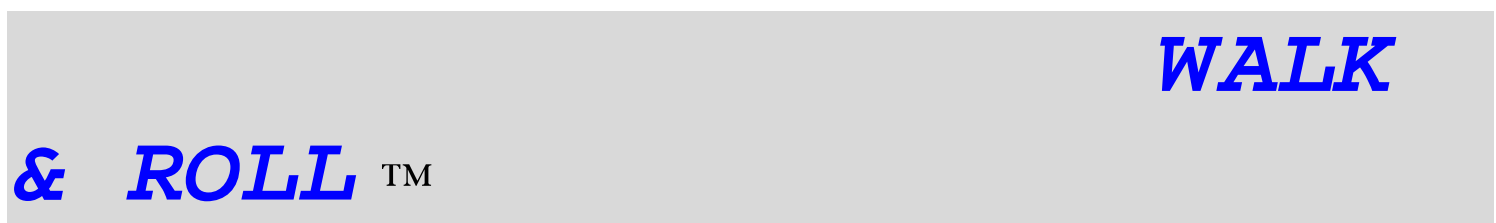
These tennis balls, printed with special characters, give residents a smooth way to get around with their walkers, while expressing themselves with some personality, and a little attitude! The "Walk & Roll"™ tennis balls are pre-cut for easy installation, and are packaged in pairs. Buford Road Pharmacy currently carries these fun tennis balls in their home health department, and customers always get a grin when they see the smiling tennis balls looking back at them. They also make a perfect gift for anyone who uses a walker to get around.

Cindy Johnson, Marketing Director for Buford Road Pharmacy, works with local assisted living facilities, and has seen the enthusiasm among the local residents. On December 3 at 2 pm, she and the marketing students will present residents of Elmcroft Assisted Living with the tennis ball characters including "Sunny," "Wink," "Happy," "Girley," and "Smiley."

Elmcroft's Residence Director LuAnn Paul, who has twenty years experience in long-term care, is pleased to be part of introducing "Walk & Roll"™ to the "walker community." The staff of Buford Road Pharmacy hosts regular events at Elmcroft as part of their community marketing, and will use the tennis balls as prizes for bingo games.

Midlothian High School Marketing teacher Beverly Dodge has invited local entrepreneur Rich Babbitt of Midlothian to work with her senior class. He has shown the class his step-by-step process of developing and marketing the "Tennis Balls...with attitude!"™ into the Richmond market. Also, several local experts, including a trademark lawyer, a promotional printer, and a business accountant, are part of the hands-on learning that goes on in this interactive classroom.

Cindy Johnson can be contacted at Buford Road Pharmacy at 377-1831, and LuAnn Paul of Elmcroft Assisted Living can be reached at 327-6720. "Walk & Roll"™ creator Rich Babbitt will also attend the presentation with Ms. Dodge's class, and his number is 437-3974. The website for "Walk & Roll"™ is www.walkandroll.biz



"Tennis Balls...
with attitude!"™

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