



Contact:

Jeni Kaiser

K Squared Communications, Inc.

773 774 5287

[jkaiser@ksqrd.com](mailto:jkaiser@ksqrd.com)

**Immediate Release**

**K Squared To Host Business-Building Seminar:**

Event to Benefit Hurricane Disaster Victims and Kick-Off 9<sup>th</sup> Year of K Squared

**CHICAGO**, October 12, 2005 – K Squared Communications is hosting an event that not only offers great business-building opportunities for local companies, but will also benefit hurricane disaster victims. K Squared will be opening the doors of their new offices in the Norwood Park neighborhood of Chicago to hold this business-building seminar on Wednesday, November 16<sup>th</sup>, 2005.

The seminar is intended to help area businesses effectively promote their products, services and image while providing cost-effective, concrete methods that can be implemented by nearly any organization. The money raised by the voluntary \$10 donation will be used to assist families that were devastated by the recent hurricanes. The details of the seminar are as follows:

Topic: Increasing Visibility and Profits: 12 Tactics Every Business Owner Should Know

Date: Wednesday, November 16, 2005

Time: 4:00PM

Place: 6219 North Northwest Highway, 2<sup>nd</sup> Floor  
Chicago, Illinois 60631

Cost: Optional \$10 donation for hurricane relief

Description: 45-minute information-packed seminar covering topics such as Customer Referral Programs, Media Relations, Event Management and Partner Relationships.

“We wanted to do something special to kick-off the 9<sup>th</sup> year of business for K Squared and felt this seminar series could help those in the local community and those devastated by the recent hurricanes,” said Kate Koziol, president of K Squared Communications. “Many business people are busy conducting business and rarely take time to enhance their skills. This 45-minute information packed program will give them ideas that they can implement the next day.”

K Squared is no stranger when it comes to throwing successful events that benefit the community: this summer they hosted the K Squared Summit, which raised a record breaking \$15,000 for IgA Nephropathy research at Chicago Children’s Memorial Hospital. Surpassing

their 2004 donation of \$10,243.44 by nearly 50%, the donation was raised by inviting 600 guests to a Chicago Cubs baseball game and hosting pre and post game parties at The Cubby Bear.

Seminar space is limited, so RSVPs are required. Please contact Jeni Kaiser at (773) 774-5287 or [jkaiser@ksqrd.com](mailto:jkaiser@ksqrd.com) for further information.

### **About K Squared**

K Squared Communications is a Chicago-based marketing and public relations firm specializing in promoting Chicago-area businesses and travel industry businesses in Chicago and nationwide. K Squared Communications is a national entrepreneurial award-winning organization founded in 1997. More information about K Squared is available at [www.ksqrd.com](http://www.ksqrd.com) and [www.fusionmarketingpr.com](http://www.fusionmarketingpr.com) or by calling (773) 774-7847.

# # #