



**FOR IMMEDIATE RELEASE: January 4, 2010**

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**Senior CommUnity Care of North Carolina selects Pivot  
Communication for Marketing Program**

**BOULDER**—Senior CommUnity Care of North Carolina, a Program of All-inclusive Care for the Elderly, has selected Pivot Communication of Boulder to develop a marketing program to launch this new program in Durham, N.C. Pivot will develop a web site, marketing collateral, and press materials. For more information about Pivot, call 303-499-9291 or visit [www.pivotcomm.com](http://www.pivotcomm.com).

**About Pivot Communication ([www.pivotcomm.com](http://www.pivotcomm.com))**

Pivot Communication offers public relations and marketing services to help clients communicate their capabilities to targeted audiences. Pivot provides integrated solutions for clients locally, regionally and nationally.

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