

FOR IMMEDIATE RELEASE  
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CONTACT: Mary Kay Claus  
[mkclaus@blueshamrock.net](mailto:mkclaus@blueshamrock.net)  
703-648-3290

**Blue Shamrock Communications celebrates 5 year anniversary**  
*Mary Kay Claus established Oakton-based marketing firm,  
Blue Shamrock Communications, in 2002*

(Oakton, Va.) – Staff and clients of Blue Shamrock Communications recently celebrated five years in business. The company, founded by principal and creative director Mary Kay Claus, provides creative and marketing support to small business, government and non-profit clients.

Claus credits her success to the work of a creative team that understands how messages convey in various media formats. “A Web site is not the same as a brochure,” said Claus, “but, in a typical business scenario, it’s also not the place to display technical wizardry for its own sake. We offer simplicity. Solid strategies, professional quality. There’s always a market for those.”

Ken Garrison, president of the international division of Finance Credit and International Business, a global association of financial executives, credits Claus and the Blue Shamrock Communications team with helping him grow the group’s membership base. “Mary Kay provided invaluable advice and consultation in developing the strategic marketing direction for our organization. The combination of strategy and specific marketing instruments has driven the growth of the association over the last five years,” said Garrison.

Claus actively supports local business, previously serving as president of the Business Network International (BNI) Vienna Business Network chapter and on the board of Women in Film & Video of Washington, D.C.

Blue Shamrock Communications is a small, woman-owned corporation based in the Washington, D.C. area. Established in 2002, the company provides marketing, creative, brand development and digital photography services to small business, media firms, non-profit organizations and associations. Member, Business Network International (BNI).

On the Web: [www.blueshamrock.net](http://www.blueshamrock.net)  
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