



News Release

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APEX ARTS COUNCIL REACHES OUT TO ARTISTS ORGANIZATION DRAWS MARKETING ASSISTANCE FROM CONVEY INK

Willow Springs, NC – 1 November 2006 – The Apex Arts Council has been drawing marketing assistance from Convey Ink to pull together its organizational documents and expand the reach of the group to artists and art supporters in and around Apex, North Carolina. Convey Ink has been tasked with preparing the bylaws for the organization and obtaining 501(c)(3) tax exempt status for the group from the US Internal Revenue Service.

We were having issues with understanding the intricacies of how to obtain the tax exempt status we need to be a viable organization in our field,” said local artist Tina Maloch, President of the Apex Arts Council. “We incorporated as a nonprofit, but that’s only the first step. Convey Ink got us through all the rest quickly and easily.”

The Apex Arts Council is an organization of artists and art supporters dedicated to the encouragement and promotion of the arts in the Town of Apex, North Carolina, and the surrounding area. The group works closely with the town and other organizations to increase the cultural posture of the area. Monthly meetings feature presentations from local artists, and programs such as Art Around Town place the work of local artists in the dining rooms and lobbies of businesses all over Apex. Future plans call for a series of art festivals and other programs. Visit the Apex Arts Council website (www.apexarts.com) to learn more about this new and exciting organization.

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About Convey Ink, Inc.:

Convey Ink (CI) is a unique company, specializing in assisting other enterprises to realize their full potential through marketing, branding, business writing, public relations, and training. All work is based upon the premise of *Authenticity Marketing*™ where truth is paramount, and *spin* a thing of the past. For more information, please visit our website (WWW.CONVEYINK.COM) or call us (1-919-264-9868) directly.