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## **Single Source Awarded New Logo Design for Lowell Spinners Baseball Team**

**DANVERS, MA, May 5, 2008** - Single Source Marketing, Inc. announced today that it has been awarded the design of a new logo series for The Lowell Spinners minor league baseball team. The agency will be responsible for developing a new secondary logo, along with additional graphic elements, to be featured on team apparel and merchandise.

“We felt it was time to reevaluate several elements of our brand and develop a look that was more consistent with the team’s fan base,” said Tim Bawmann, Vice President and General Manager of the Spinners. “We interviewed a variety of agencies, several of which focus primarily on branding professional sports teams. Single Source blew us away with their creative and strategic approach – we knew they were the right fit.”

“Right from the start Single Source has demonstrated a firm understanding of the project’s scope and objectives,” said team owner Drew Weber. “Their creativity set them apart from the competition.”

“We are proud to be a part of shaping the Spinners’ brand,” said Rick Alpern, President of Single Source. “Our staff is looking forward to helping make an already great organization even better.”

### **About The Lowell Spinners**

The Lowell Spinners are the Class A Affiliate of the Boston Red Sox. Established as a franchise in 1996, the Spinners are entering their 13<sup>th</sup> season in the City of Lowell. Playing at LeLecheur Park on the banks of the Merrimack River, the team has sold-out every game for the last eight seasons. For more information about the Lowell Spinners, visit [www.lowellspinners.com](http://www.lowellspinners.com).

**About Single Source**

Single Source is a full service marketing, advertising and promotions agency located on the North Shore in Danvers, Massachusetts. Single Source's clients include The Lowell Five Cent Savings Bank, American Baby Faire, Dunkin' Donuts, and other businesses in a wide variety of industries. For more information about Single Source, visit: [www.singlesourcepromo.com](http://www.singlesourcepromo.com).

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