

# DeMarco Communications, LLC

2337 Lemoine Avenue, Suite 210 • Fort Lee, NJ 07024

201-585-0500 • Fax 201-585-0855 • staff@DeMarcoCommunications.com

---

**FOR IMMEDIATE RELEASE: June 13, 2007**

**Media Contact:** Carmine DeMarco, 201-585-0500 Ext. 2

## **DeMarco Communications Launches Hillsdale Official Town Periodical**

HILLSDALE, NJ – DeMarco Communications has launched another official monthly publication on behalf of a New Jersey municipality, this time for the Borough of Hillsdale entitled the *Hillsdale Herald*.

On June 5, 2007, the Hillsdale Mayor & Council awarded a bid contract to DC to publish an official Borough bulletin. Hillsdale Mayor Dennis Deutsch commented, “This relationship came about as a result of my continuing search to save tax dollars. The *Hillsdale Herald* replaces our monthly one sheet ‘bulletin’ which has been published by Borough Hall for years at a cost of about \$10,000.00 annually. Now, we will have a more extensive, better appearing, easier to read monthly newspaper which will contain much more information about what is going on in Hillsdale and other information at no cost to the Hillsdale taxpayer.”

The *Hillsdale Herald* contains articles, feature stories, and photographs submitted by various Borough departments and offices, as well as event schedules and a Borough phone directory. Under DC’s operation, the monthly periodical is designed, produced, printed, and mailed to every residence in the Borough at no cost to the municipality or to taxpayers. All costs are paid for by DC, and offset by advertising sold by the company to local businesses.

“Providing residents every month with an official town publication like the *Hillsdale Herald* is a great way of increasing the accountability and responsiveness of public officials to their constituents”, added Carmine DeMarco, President of DC. “It provides another channel by which town government can communicate with residents, and get critical information delivered into each and every home, at no expense whatsoever to the taxpayers.”

###

DeMarco Communications provides consulting, communications, and public relations services to governmental entities and officials, political candidates and campaign organizations, political parties and officials, and businesses and executives