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Contact: Regan Lamb
OTM Partners
5852 N. Washington Blvd
Arlington, VA 22205
Phone: 571.723.4056
email: rlamb@otmpartners.com

OTM PARTNERS UNVEILS NEW RESOURCE FOR CORPORATE SOCIAL RESPONSIBILITY CAMPAIGNS

ARLINGTON, VA – October 9 2015 – OTM Partners announced today the release of a corporate social responsibility (CSR) resource now available to any organization looking to create their own CSR campaigns. The resource – located at www.csrknowledge.com – was developed to provide users with essential insights into the development of effective CSR campaigns. The site enables users to examine their own challenges and opportunities and allows them to delve more deeply into what they can and should do to advance their CSR goals.

Informed by OTM Partners' more than 20 years of experience, csrknowledge.com, also reflects OTM Partners' renewed focus and commitment to help organizations develop and manage corporate social responsibility campaigns.

"Having worked in this arena for more than two decades, we know CSR is the essence of being a good corporate citizen. It is how a company interacts with its customers, the public and the world," said Read deButts, President of OTM Partners. "More specifically, it is how a company meets or exceeds its ethical, legal, commercial and public expectations and obligations."

The site reflects OTM Partners' commitment to create and deliver innovative communications campaigns and corporate social responsibility solutions that benefit their clients, their customers and society as a whole. The resource is being released along with the launch of OTM Partners' newly redesigned website (www.otmpartners.com), which also features a new identity for the agency. The site also incorporates a newly refreshed brand and logo, which represent the importance of partnering with clients and businesses to expand CSR program reach; and underscores their deep-seated values – trust, integrity and creativity.

"We could not be happier with our online presence," said Regan Lamb, Chief Marketing Officer at OTM Partners. "Our enhanced website and refreshed logo and brand will launch OTM Partners into a new era of creating successful and sustainable CSR programs for our clients."

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About OTM Partners: Based in Arlington, VA, OTM Partners is an award-winning agency specializing in the art of developing and managing nationally branded communications programs, and in particular, creating individualized corporate social responsibility campaigns. The strategists at OTM Partners have decades of experience in the corporate communications arena, and they understand better than most that effective CSR programs are essential for success in the business world today.