



Media Contact: Barbara Fowler | Fowler Davis, LLC | barbara@fowlerdavis.com | 205.907.4707

FOWLER DAVIS TAPPED TO LEAD PUBLIC AWARENESS INITIATIVE CAMPAIGN

FOR IMMEDIATE RELEASE

Birmingham, AL & Montgomery, AL – April 11, 2017 - The Alabama Council on Developmental Disabilities (ACDD) has formed a new collaboration with Fowler Davis, LLC to develop a Public Awareness Campaign. The focus of the new campaign is to raise awareness of ACDD and highlight inclusive opportunities for individuals with developmental disabilities. Elements of the new campaign include a new logo design, social media campaigns, brochures, flyers, banner displays, responsive website, blog, articles, a quarterly magazine and videos.

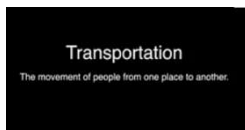
Elmyra Jones-Banks, Executive Director of ACDD in Montgomery, states that “Fowler Davis has great experience in working with individuals with disabilities and agencies who serve this population. They truly understand our participants and the need for public awareness in our communities and our state. We are very excited to work with their organization as they implement this important initiative.”

Barbara Fowler and Jeff Davis, Owners of Fowler Davis, LLC have a combined experience of over 40 years for delivering exclusive, creative marketing and advertising campaigns. In 2016, their first year in business, Fowler Davis was named one of the largest Advertising Agencies and Web Development Agencies by the *Birmingham Business Journal*.

Owners, Barbara Fowler and Jeff Davis, lead a team of creative, video production, design, marketing, web, social media, digital, PR and interactive professionals to provide a comprehensive selection of top-tier strategies and solutions for nonprofit organizations and agencies. “We align ourselves with clients who want a strategic partnership that will develop a successful strategy and create an engaging consumer experience. We believe in strong relationships and working together as a team with our clients. We are honored to work with ACDD on this campaign to increase their visibility and highlight the important work they do in Alabama and provide the resources they need,” states Fowler.

“With our wide range of experience and our talented team, we always look for the most effective solutions in the interactive marketing world,” says Davis. “We bridge the gap between traditional and digital media. While we have a strong focus on digital media including graphic design, web development, social media strategy an email management, we also provide services for video and aerial production, brand design, print marketing and collateral. ACDD has numerous programs and resources and our goal is to heighten the public’s awareness of ACDD and all the programs they offer,” adds Davis.

Fowler Davis recently worked together with the Regional Planning Commission of Greater Birmingham to produce a documentary for ACDD showing the transportation needs in a rural community and in an urban city. These videos were shown at the Association of People Supporting EmploymentFirst (APSE) Conference in Mobile in July 2016.



ACDD Transportation Documentary: Wilcox County & Jefferson County –

Documentary showing the ongoing issues and transportation needs of those in rural communities, and urban cities, with developmental disabilities. (August 2016)

[Watch video.](#)



Transportation 101 -

“We were challenged to come up with an engaging, yet informative and safe way, for all participants with all levels of development, learn about the different modes of transportation in the State of Alabama, so we produced a fun and engaging video to teach individuals how to use transit systems

in their communities. It was such a joy to work and laugh with these incredible individuals,” exclaims Barbara! (September 2016) [Watch video.](#)

Davis states, “Individuals with developmental disabilities are a highly-underserved group. Not only is being gainfully employed critical to achieving independence, but it also means individuals become contributing members of their community. More than half of adults with developmental disabilities suffer from depression and anxiety. Therefore, friendships and social outlets are critical to their well-being and enable individuals with a disability to lead healthy, active and independent lifestyles.”

“We are thrilled with the opportunity to work together with ACDD to create a compelling campaign to raise more awareness for the resources that are available within our State for those with developmental disabilities,” says Fowler.

“ACDD is enthusiastic about this campaign and we are eager to see what the future holds for people with developmental disabilities as the Council continues to advocate for equality of opportunity for all of Alabama’s citizens,” adds Elmyra Jones-Banks, Executive Director of ACDD.

About the Alabama Council for Developmental Disabilities

The Alabama Council on Developmental Disabilities (ACDD) is a federally-funded program created through the Developmental Disabilities Assistance and Bill of Rights Act in 1970. ACDD serves to promote and support independence, advocacy, productivity, and inclusion for Alabamians with developmental disabilities. ACDD is dedicated to the vision that all Alabamians, regardless of disability, will live, learn, work and play in inclusive communities. <http://acdd.org>

About Fowler Davis, LLC

Collectively, Fowler Davis has over 40 years of combined experience working with non-profit agencies and organizations across the State of Alabama in media, marketing, advertising and public awareness campaigns. <http://www.fowlerdavis.com>