



## **News Release**

January 7<sup>th</sup>, 2010

For Immediate Release

### **Alta West Mortgage retain New Wave Media for a second term**

*New Wave Media to continue executing marketing strategies for Alta West Mortgage in 2010*

Calgary, Alberta – (January 7<sup>th</sup>, 2010) New Wave Media Vice President Jonathan Molina announced today that Alta West Mortgage Corp. has retained the Agency for a second straight year to execute Marketing Communications, Public Relations, and SEO PR strategies for the Alberta based mortgage brokerage and private lender. “We had a successful year long campaign with Alta West Mortgage and based off of that success, we have been asked to continue with the marketing programs in to 2010” commented Molina. “New Wave Media was originally hired to build our company an online presence during a tough economic year for our industry” stated Chuck McKitrick CEO, Alta West Mortgage, “The Agency proved their value to us, showed dedication and executed creative strategies which helped drive in business. We are pleased to hire them back for a second year.” concluded McKitrick. The term of the contract is from January 2010 until December 2010.

#### **About Alta West Mortgage**

Alta West Mortgage has been a trusted mortgage brokerage and private lender for 19 years. We work with major lenders across Canada to provide our clients with the very best borrowing opportunity! Whether you're looking to purchase your first home, refinance an existing home, pursue that recreational property or expand your business we can help.

#### **About New Wave Media**

New Wave Media is an integrated marketing & communications agency dedicated to unleashing the possibilities of what powerful strategic marketing can do for its clients. Our passionate approach to your branding needs will ensure that you generate consistent and effective awareness that drives use of your services among target audiences. Our philosophy is to use our industry expertise, experience, unique skills, objectivity and our belief in a partnership with our clients, to produce results strategies that will persuade your customers to stand up, take notice and, most importantly, act.

###

Contact: Jonathan Molina

Contact Phone: (403) 980-5847

Contact Email: [jonathan@new-wavemedia.com](mailto:jonathan@new-wavemedia.com)