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FOR IMMEDIATE RELEASE

***MEDALLION PRESS GOES “CAUSE CASUAL”!***

St. Charles, Illinois—March 23, 2009—Medallion Press, Inc., is starting a new trend in corporate dress codes. Beginning April 6, 2009, Medallion Press employees will have a choice each workday between “business casual” or “cause casual” attire.

In an effort to maximize their partnership with Triple Threat Mentoring and to increase awareness of underprivileged and at-risk urban youth, Medallion Press is allowing all employees to dress in jeans, gym shoes, and Triple Threat Mentoring branded tops and hats.

However, in order to receive Triple Threat Mentoring clothes, each employee must first volunteer for a Triple Threat Mentoring event. For every Triple Threat Mentoring event volunteered at, an employee will receive a Nike top branded with the Triple Threat Mentoring logo, which may be worn during the workday.

Medallion Press believe in the cause of Triple Threat Mentoring and wants to be sure each and every employee has a chance to be a part of the solution. They believe all underprivileged and at-risk urban youth deserve the chance to be the best they can be as they grow, as well as the opportunity to be surrounded with quality, caring people who will pour into them and bring out their best potential.

The benefit to Medallion Press employees is tremendous, as they will be allowed to go to work in jeans, gym shoes, T-shirts, and baseball caps while making a clear statement of what the company supports and increasing awareness of the problem of under-resourced urban areas and the effect it has on youth. The benefit to Triple Threat is that this “cause casual” dress code creates more volunteers and opportunities for the kids working through the Triple Threat mentoring programs, allowing lives to be changed for generations to come.

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**About Triple Threat Mentoring:**

Triple Threat Mentoring is an independent nonprofit organization working with urban under-resourced youth of east Aurora. Their mission is empowering urban youth to develop confidence, character, and life skills.

For more information about Triple Threat Mentoring, or to find out how you can get involved, visit [www.triplethreat.org](http://www.triplethreat.org).

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For additional information on the news that is the subject of this release, contact Heather Lewis-Eng.

Medallion Press, Inc. is a genre fiction and nonfiction book publisher dedicated to creating the highest quality product, both inside and out. For more information, visit [www.medallionpress.com](http://www.medallionpress.com).

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