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**UNISOURCE CHICAGO 50 ANNUAL REPORTS SHOW HONORS KINEO CREATIVE**

**CHICAGO, September 29, 2011** – When it convenes at the Chicago Hilton next week, the Unisource 50 Show will recognize two annual reports created by The Kineo Group. The 2010 Pulmonary Fibrosis Foundation annual report and the Jewish Vocational Service Chicago report will be singled out for their outstanding creative design.

Deborah Schneider, Kineo principal and creative director, designed both reports with assistance from design associate Sana Ahmed. This was the first year the firm created the Pulmonary Fibrosis Foundation report and the second year it worked on the Jewish Vocational Service annual.

The Pulmonary Fibrosis Foundation had arrived at a critical point in its history when it came to The Kineo Group to help clarify its brand and design its first annual report. In just 10 years the organization had grown exponentially, creating a support community for families and patients touched by the disease and launching a major advocacy effort among national legislators.

The theme of the annual – 10 years, A Strong Beginning – is supported through stories of patients, caregivers and advocates who have helped the Foundation grow and build awareness and support of a devastating disease. By creating the annual report, Kineo provided the young foundation with a powerful fundraising and awareness tool.

The challenge in creating the 2010 Jewish Vocational Service report was to tell the organization's significant work helping clients learn skills and, ultimately, find employment in a fresh and compelling manner. The report focuses on success stories framed by the work of various department staff and the partnerships that the organization creates to achieve individual placements.

Kineo is a full service integrated marketing communications firm that focuses increasingly on growth areas such as visual branding, positioning, media relations and social media. Clients engage the firm to reimagine their brand and the Kineo creative strategy development methodology is an important tool for this.

**About The Kineo Group**

The Kineo Group is an integrated marketing and communications firm providing strategic counsel and execution that builds and grows brands. The Kineo Group brings experience and success to clients spanning industries from financial services to agriculture, hospitality to life sciences, sports to not-for-profits.