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NC Zoological Society Enlists BEM Group for Brand Strategy, Interactive Design and Online Marketing Initiatives

To Enhance North Carolina Zoo's Mission to Preserve and Protect Wildlife in Natural Habitats

GREENSBORO, N.C., November 1, 2011 – [BEM Group](#), which includes [BEM Interactive](#), an industry leader in interactive design, development and marketing, and [BEM Technology](#), known for “Hassle Free IT” managed services, announces it has been selected by the NC Zoological Society to develop a strategic marketing plan, including branding and identity work; design a new e-commerce platform; assess social media opportunities; and provide ongoing search engine optimization (SEO) for the organization’s website, www.nczoo.com.

The NC Zoological Society is a private non-profit organization that exclusively supports the North Carolina Zoo’s missions—conservation, education, research and recreation. Located in Asheboro, NC, the North Carolina Zoo, an agency within the Department of Environment and Natural Resources, first opened in 1974 and has over 500 acres of habitable property, making it the largest “walk through” natural habitat zoo in the world.

“Our mission at the NC Zoological Society is to rally for public and financial support of our cherished North Carolina Zoo, one of the top attractions in the state and critical to educating the public on the importance of wildlife conservation and research,” said Earl Johnson, Jr., Chairman of the NC Zoological Society Board of Directors. “With BEM Group, we will be able to best present our NC Zoo brand to ensure a strong, vibrant future.”

“The diligent stewardship of the NC Zoological Society is critical to the success of the North Carolina Zoo, one of our state’s most important treasures,” added Malinda Pengelly, founder and president of BEM Group. “We are thrilled to partner on a brand that preserves the wonders of the animal world to share with so many people from all walks of life.”

About BEM Group

For nearly 15 years, award-winning [BEM Group](#) marketing and technical experts have enabled clients to succeed in today’s increasingly technology centric business world. Our team of over 25 professionals has worked with hundreds of organizations to provide comprehensive and customized solutions while empowering clients and supporting the community.

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BEM Group includes:

- [BEM Interactive](#) – award-winning interactive design and development as well as full-service marketing services.
- [BEM Technology](#) – comprehensive IT service and support.
- [BEM Education Center](#) – engaging seminars on Internet, marketing and technology topics.

About NC Zoological Society

The NC Zoological Society is a private, 501©3, non-profit organization that supports the conservation, education, research and recreation missions of the North Carolina Zoo. The NC Zoo Society funds Zoo programs that conserve wildlife, protect wild environments, conduct research and provide recreational experiences that strengthen the bonds between people and wildlife. The Society also funds Zoo programs that protect the well-being of animals that live in zoos or in the wild. Visit www.nczoo.com to learn more.

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