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Contact: Angie Andresen  
952-829-9091 (office)  
952-217-1194 (cell)

**M SQUARED GROUP PRINCIPAL NAMED TO  
WISHES & MORE BOARD OF DIRECTORS  
Jason Muhlstein brings marketing expertise to local charity**

April 24, 2009 (Minneapolis) – M Squared Group, a Twin Cities marketing firm, announced that Jason Muhlstein was named to the board of directors of Wishes & More, a nonprofit organization with a mission of granting wishes to seriously ill children, as well as providing scholarships and memorials.

A volunteer with the organization for a number of years, Muhlstein also brought in M Squared Group to shape the Wishes & More marketing strategy. Part of that marketing plan was to help the organization promote one of its major fundraisers of the year – a roast of boxing legend Scott LeDoux on May 3, 2009. The event is expected to draw some of the biggest names in boxing, including Sugar Ray Leonard and is being held at the Marriott City Center in downtown Minneapolis.

In a time when many nonprofits are faced with the fundraising challenges a tight economy brings, organizations are relying heavily on marketing to share their message and leverage their existing efforts to engage those most likely to volunteer and contribute to their cause.

“We’re delighted to have Jason on our board,” said Karla Blomberg, executive director of Wishes & More. “Not only does he bring a strong business acumen, but also a sensitivity and compassion for our mission. That’s exactly what every successful nonprofit needs.”

Muhlstein, of Minneapolis, is a principal at M Squared Group. He is a graduate of the Wharton School at the University of Pennsylvania.

Wishes & More enhances the life of a child fighting a terminal or life-threatening condition by providing extraordinary experiences...and more. [www.wishesandmore.org](http://www.wishesandmore.org).

M Squared Group is a marketing consulting firm that helps its clients solve business challenges using data to drive strategies. Based in Eden Prairie, Minn., the company employs 11 people. [www.msquaredgroup.com](http://www.msquaredgroup.com).

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