



-For Immediate Release-

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**Pi Kappa Phi at Georgia Tech Hires The Laurus Group
to Manage Their Annual Communication Program**

June 24, 2009 - Atlanta, Georgia. Pi Kappa Phi at Georgia Institute of Technology has retained the Laurus Group, LLC to work with them to handle their data management, annual communication and annual fundraising program.

“This one of Pi Kappa Phi’s oldest chapters and one that has been in continuous operation for over 90 years.” said Brian Bates, Principal of The Laurus Group. Adding, “they have a large and strong alumni base and we look forward to working with them and elevating their alumni communication program”.

The Iota Chapter of Pi Kappa Phi was founded at Georgia Tech in 1913 and has been in continuous operations since then.

The Laurus Group is a full-service fundraising and annual communication consulting firm specializing in fraternal organizations. Founded in 2005, The Laurus Group team has over 35 years of fundraising and fraternal experience and has helped clients raise over 15 million through capital campaigns and alumni communication programs.