**September 14, 2016**

**Sundance Marketing named marketing agency of record for Skips on the Ridge**

Skips on the Ridge, a family-owned and run meat market, has selected Sundance Marketing as their marketing agency of record.

Skips, located at 640 West Ridge Road just west of Dewey Ave. in Greece, will rely on Sundance Marketing for creative development, production and media buying for digital, radio and television advertising as well as for support for related communications initiatives and opportunities.

Founded in 1946 by Orlando "Skip" Leonardo, Skips has been owned and run since 1979 by Joe DiPasquale and Paul DeCaro and then, since 1991, by their successors, Alan DiPasquale and Cindy DeCarlo. The establishment is widely known in the Rochester area for its high level of customer service as well as for its fresh meats, poultry and pork and a wide variety of specialty sausages, all of which are made on the premises.

“Since its beginning, Skips has offered ‘old world’ customer service and product quality, and these two factors are more important than ever these days,” say DiPasquale and DeCarlo. “We have engaged Sundance Marketing to help us broaden our reach and to attract yet another generation of customers.”

“We’re pleased to welcome Skips into the Sundance Marketing family,” says Sundance president Laurie Sagona. “Given the excellent reputation Skips has enjoyed for the past 70 years, we look forward to helping them achieve continued visibility and growth in this new, digital age.”

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**Sundance Marketing**, based in Webster, has been in business since 2001, though its president, Laurie Sagona, has worked in broadcast advertising for more than 30 years. Sundance Marketing’s core capabilities include marketing and advertising strategy, media planning and buying, brand development, Internet/digital marketing, broadcast production, print production and graphic design, web site development, and public relations.

**Media Contacts:** Bob Loeb**,** (585) 586-8840 rel@frontiernet.net

 Laurie Sagona, (585) 670-0347 LSagona@sundance-marketing.com