



*For Immediate Release - 2016*

## **UYM CHARITIES TO PARTNER WITH EXPONENTIAL<sup>2</sup>**

As part of its expansion into New England, nonprofit UYM CHARITIES (UYM) has entered into a formal partnership with Exponential<sup>2</sup> (EX<sup>2</sup>), a strategic marketing and organizational development firm located on New Hampshire's Seacoast. Citing the firm's expertise in strategic planning and relationship-building, UYM Board President Dr. Robert Costanzo, Ph.D. said the newly-formed business partnership represents a significant first step in UYM's expansion plans.

"We needed a company that could help us think big without losing sight of any small, but critically important details," said Costanzo. "Part of our philosophy is businesses get more accomplished when they work together, so this partnership directly reflects that belief."

As part of the business partnership, EX<sup>2</sup> will manage and help implement all of UYM's marketing functions related to its expansion into New England followed by other regions. According to Costanzo, EX<sup>2</sup> has already provided UYM with "ideas and strategies that work."

"Our first initiative is to address the needs of elders in the region, and so we wanted a marketing firm that could help us define some of our business goals and objectives," he said. "We wanted a partner that cared about our elder population and our mission, which is exactly what we got."

As part of its expansion, UYM will initially concentrate its activities in the Seacoast New Hampshire region, which is where EX<sup>2</sup> is located. Costanzo said the first step in their plan is to form business partnerships with for-profit healthcare and service agencies.

"We're very excited to partner with agencies committed to meet the demands of our elder population today and beyond," Costanzo said. "Baby Boomers are going to flood the elder service market in just the next couple of years, and we need prepare ourselves today to meet their needs."

Established in 1980, UYM's mission is "to make a difference in the lives of the low and middle income segments of the population not provided for by government and other organizations."

To learn more about UYM, or to become a Business Partner, visit [www.uymcharities.org](http://www.uymcharities.org).

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### **About UYM CHARITIES**

UYM CHARITIES is a private, governmentally chartered, equal opportunity, non-denominational charity and religious organization organized in NY under Article 9, religious law, and operating as a 501(c)(3) under Section 170 of the IRS Code of 1954. For more information, visit [www.uymcharities.org](http://www.uymcharities.org), or email [info@uymcharities.org](mailto:info@uymcharities.org).

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