

Press Release

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FOR IMMEDIATE RELEASE

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Maid to Clean® Earns ARCSI 2009 Best Marketing Piece Award

Alexandria, VA—October 9, 2009—Maid to Clean®, an independent cleaning company serving Washington, DC, Virginia, and Maryland, has been awarded Best Marketing Piece by the Association of Residential Cleaning Services International. The award was presented at the annual ARCSI/ISSA convention in Chicago.

Said Barb Bindon, Director of Special Projects, “Our unconventional marketing piece is a 1946 vintage Chevy truck, lovingly restored, and painted in Maid to Clean® colors, complete with company logo. One thing we love about our billboard on wheels is that, unlike door hangers or postcards, the truck is great visual advertising that never gets chucked into the recycle bin.”

“What most people don’t know about the Maid to Clean® logo, featured prominently on the vehicle,” said Merced Bermudez, Maid to Clean® Maryland franchise owner, “Is that the Rosie the Riveter-inspired face is actually that of Maid to Clean® founder, Cindi Bermudez. The truck has been a multi-purpose marketing tool for us. It drives in parades, attends gala functions, and scoots around town. We turn a lot of heads with our perfectly-restored vintage Chevy.”