

## **PRESS RELEASE**

July 9, 2020 / For Immediate Release

### **Life Prep School partners with The Phoenix**

The Phoenix was selected to create Life Prep's Brand Identity and Brand's visual representation. Life Prep is a charter school reimagining what's possible for the children in West Baltimore. Leveraging a STEAMB curriculum, Life Prep's model uses a whole student approach to learning that will develop and prepare scholars for the challenges of today and tomorrow by addressing students' comprehensive needs through the shared responsibility of students, families, schools and communities.

To learn more about Life Prep Schools, please visit their website at

<https://www.lifepreparatoryschool.org/>.

Phoenix Lifestyle Marketing Group is a full-service marketing agency specializing in insights-driven Brand Development, Brand Strategy, Campaign Design and Program Execution. We leverage our expertise in iconic Brand Architecture and our network of strategic partnerships to cultivate meaningful connections that unite Brands and their audiences. At The Phoenix, we pride ourselves on delivering on time, every time and on brand, every day to exceed our clients' expectations and deliver results.

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