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**FOR IMMEDIATE RELEASE****The Social Sprocket Breakfast Club at The Logan Inn:  
Coffee, Breakfast and Social Media**

**NEW HOPE, Pa. — July 19, 2011** — Marketorum, LLC, a Lambertville, N.J.-based marketing, business strategy and technology agency, is hosting another session of “The Social Sprocket Breakfast Club” at The Logan Inn on Tuesday, July 26 from 8-10 a.m.

The free breakfast, open to all New Hope and Lambertville area business owners and marketers, will feature a presentation by Marketorum Vice President Fabrizio Busso-Campana and key members of The Social Sprocket team about social media for local and small businesses. An interactive question and answer session will follow, allowing for an open discussion forum for attendees to discuss social media. Attendees will be treated to complimentary coffee and breakfast.

“We’ve had great turnouts at several other local breakfasts over the past few weeks,” said Busso-Campana. “We’re hoping for another enjoyable and dynamic event where local and small business owners learn how social media can affordably help their company. The Breakfast Club’s intent is to discuss with attendees social media’s benefits for and effects on business, insights and strategies, and several case studies on how it has worked for specific organizations. Our original intent with The Breakfast Club was to create a social media forum for local and small businesses so they understand that they have access to the same opportunities larger organizations have through their marketing departments and agencies.”

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The Logan Inn is located at 10 W. Ferry St., New Hope, PA 18938. Attendees are encouraged to arrive up to 15 minutes early for a networking session. Space is limited – for more information or to RSVP, please contact Wesley Schmidt at (609) 651-4435 or [wschmidt@marketorum.com](mailto:wschmidt@marketorum.com).

### **About Marketorum, LLC**

Marketorum, LLC is a Lambertville, N.J.-based marketing, business strategy and technology agency. The team is a group of highly skilled, professional problem solvers with a passion for excellence and “out of the box” thinking. The team's average 20-plus years of professional expertise in marketing, business strategy, technology and related areas provides a unique multi-discipline approach to problem-solving and solution development for clients. Working with leading global corporations in various industries, including consumer brands, hospitality, pharmaceuticals and telecommunications, the agency is also very active at a local level and has extensive experience working with nonprofit organizations.

For more information, please contact Patricia Stewart, Marketorum president & CEO, at (609) 651-8518, [pstewart@marketorum.com](mailto:pstewart@marketorum.com) or visit [www.marketorum.com](http://www.marketorum.com).

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