



## ALDAY COMMUNICATIONS

I N C O R P O R A T E D

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### **ALDAY COMMUNICATIONS ANNOUNCES THREE NEW CLIENTS**

#### **Battle Ground Academy, GolfTEC and Velocity Sports Performance Join Agency's Roster**

FRANKLIN, Tenn. – Franklin-based Alday Communications, a public relations and marketing firm, has secured Battle Ground Academy (BGA), GolfTEC and Velocity Sports Performance as new clients, announced Mike Alday, agency founder and president.

“We’re excited that these companies have chosen us as their PR agency,” said Alday. “All three of our new clients operate in very different industries and we look forward to helping them reach their business goals.”

BGA is a K-12 private, college preparatory school located in Franklin. Alday Communications will help BGA address communications issues with alumni, parents of students and other internal and external audiences. Alday Communications will also provide marketing support for the school.

Denver-based GolfTEC is a national chain of golf instruction facilities that use patented technology and advanced equipment during lessons. ACI will support GolfTEC’s efforts to increase franchise sales as well as drive consumer traffic to existing locations. ACI also provides local market grand-opening publicity for new GolfTEC franchises.

Velocity Sports Performance is a new franchise located in Cool Springs. The company offers sports performance training for student-athletes and adults who wish to improve their athletic ability by increasing speed, power and agility. Alday Communications will provide media relations and publicity services as well as local marketing consultation.

Founded in 1994, Alday Communications, Inc. is a nationally competitive, full-service public relations and marketing agency located in Franklin, Tenn. Specializing in strategic communications, ACI serves clients of all sizes across a variety of industries and has special expertise in the industries of golf, footwear, publishing, sporting goods and gardening. For more information, visit [www.aldaycommunications.com](http://www.aldaycommunications.com).

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