



2016 is off to a great start - welcome to our new clients:



Who Shot Sue Ellen? We Did!



It's OK - we shot her with a camera. In conjunction with our client, Global Alzheimer's Platform Foundation, LCI produced a series of public service announcements (television and radio) encouraging people to sign up for the free and easy [Brain Health Registry](#).

[Linda Gray](#), [Leeza Gibbons](#) and [Samantha Harris](#) all graciously donated their time and talent to help us spread the word.

Linda has personal experience with Alzheimer's - her Mother died of Alzheimer's and she's lost friends to the



We're Still Fascinated by Facebook

Facebook is 12 years old (really!) and they continue to dominate the social media category with 1.2 billion (yes, BILLION) monthly users. Recently, they've initiated a few programs that marketers (like LCI) are testing for clients. Facebook

disease. You could see her commitment to aiding the cause during the shoot - Linda isn't at all the Sue Ellen Ewing you might think she is! She's warm, professional and fiercely committed to help others - caregivers and patients - battle the horror that is Alzheimer's.

Want to help?

Go to <http://join.brainhealthregistry.org/graymatters/> and sign up - everyone can make a difference.

Happy 25th Anniversary, LCI

#LCI25



Not many businesses can say this, but we're excited to shout out that LCI is 25! We're celebrating a major milestone, calling it **#LCI25** - and you can be part of the festivities. In honor of our 25 years of success and community involvement, LCI is hosting a Facebook contest to benefit worthy San Francisco Bay Area nonprofits. Want in on the action? Join us on [Facebook](#) and watch soon for how to participate.

We'll be bringing you more anniversary information all year long...so watch this space, too!

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Sports Stadium is a real time sports experience that just might change the way you experience the Rio Olympics. Facebook Reactions is an expanded version of the "like" button. Both of these have implications for marketers (what happens when someone hits the angry face under your post?). If you want to learn more, just "like" (or email) our CMO, [Sean Dowdall](#).



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LCI!



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Follow LCI's digital division, Giant Step Digital, on Twitter for all the latest tips to make your brand stand out in the digital world.

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