

TMKG Tapped by Ramsell Holding Corporation's *We Movement* Campaign; Brandon M. Macsata to serve as Social Media Director

For Immediate Release

WASHINGTON, D.C. (August 4, 2010) – The Macsata-Kornegay Group, Inc. (TMKG) today announced that it has been retained by the “We Movement” campaign, which is a community-based outreach effort being spearheaded by Ramsell Holding Corporation, headquartered in Oakland, CA. The We Movement functions through an online networking program (HELP4U) linking “those that have”—individuals or companies with products, goods and services they wish to donate—to “those who do not”—those less fortunate, as well as groups or associations in need, who could make good use of the donated goods, products or services. TMKG’s Managing Partner, Brandon M. Macsata will serve as the campaign’s Social Media Director.

“The We Movement embodies a very simple message: *‘We Are... Are You? Offer What You Can. We Will Do the Rest’* and its ability to make a meaningful difference in the lives of everyday Americans is endless,” said TMKG’s Managing Partner, Brandon M. Macsata. “Once again, Ramsell has demonstrated its corporate commitment and responsibility to the under-served populations it helps on a daily basis, not only in its home town of Oakland – but across the country.”

More information about the We Movement can be found online at <http://www.wemovement.org>; social media networks have been established on Facebook, LinkedIn, Twitter, YouTube, Yahoo, Flickr and MySpace.

The We Movement is nonpartisan and nonpolitical. The Movement We never asks for money or endorsements. It asks that each person take a good look at “the man in the mirror” and step forward to offer *something* – a good, product or service — large or small — and make it available to those who have a legitimate need.

The We Movement utilizes Ramsell's HELP4U program—a cutting-edge, online software program that serves those in need by coordinating care of benefits. Ramsell has offered its HELP4U program at no charge in order to spread the net from helping those with health care needs to others who are in search of essential goods, products and services.

“We’re excited about this new initiative,” said Tim Murrill, Executive Vice-President of Sales and Marketing for Ramsell. “With the addition of Brandon as the We Movement’s Social Media Director, we’re confident that the program will reach even more people in need, whereby harnessing the power of social media networks to link providers, stakeholders and others to potentials clients.”

To learn more about the We Movement campaign, please visit TMKG online at <http://www.macsata-kornegay.org>, or contact Brandon M. Macsata by phone at (305) 519-4256 or email at brandon@macsata.org.

####



The Macsata-Kornegay Group, Inc.
P.O. Box 15275
Washington, D.C. 20003

Visit us on the Web at <http://www.macsata-kornegay.org>

About TMKG: The Macsata-Kornegay Group, Inc. is now nationally known for its consulting services specializing in grassroots campaigns, media messaging and political fundraising. TMKG provides a wide array of professional consultation on public policy, communications, marketing strategies and media relations. The firm also offers grassroots advocacy training to better engage organizations in the legislative process.

About Ramsell Holding Corporation: Ramsell Holding Corporation is the parent company to three healthcare related businesses, as well as an information technology company and a real estate management and investment business. The Ramsell family of companies is committed to serving the underserved and improving the lives of the most fragile among us. Every business in the Ramsell family donates a percentage of profits to the Flowers Heritage Foundation to address the needs of overlooked populations. Ramsell Holding Corporation is based in Oakland, California. For more information, please visit www.ramsellcorp.com.