

# thelukenscompany

## FOR IMMEDIATE RELEASE

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### **The Lukens Company Acquires Morey Group**

Acquisition Combines Over Fifty Years of Experience in Market Research and Direct Marketing Implementation

Arlington, V.A. (July 18, 2012) – The Lukens Company, a direct-response marketing agency specializing in fundraising and membership development for non-profit organizations, announced today that it has acquired Morey Group, a national market research and consulting firm serving cultural institutions and business organizations.

The Lukens Company has referred clients to Morey Group increasingly in recent years, and the two companies already share a number of clients, including California Academy of Sciences, Natural History Museum of Los Angeles County, Woodland Park Zoo and the Museum of Fine Arts, Houston.

A longtime advocate of incorporating market research as the first step in integrated multi-channel campaigns, The Lukens Company strongly believes this acquisition will provide clients with a more holistic approach to marketing and membership programs. In announcing the acquisition, Founder and President Walter Lukens commented, “We just got much better thanks to Morey Group. Using quantitative and qualitative market research to inform effective multi-channel direct-marketing campaigns will improve targeting, messaging and results for our clients.”

Jennifer Garza, Director of Membership and Guest Services at the Museum of Fine Arts, Houston (MFAH), a shared client of The Lukens Company and Morey Group, said that her organization was better prepared to immediately implement changes to the membership program based on the research Morey Group conducted. “Having The Lukens Company in direct contact with Morey Group throughout the entire process – creating the survey, analyzing the findings and implementing changes as needed – was practical and allowed us to put ideas into action quickly,” said Garza.

John Morey, whose father founded Morey Group in 1985, is excited that this acquisition will offer his clients access to an experienced agency to help do the work his research indicates. “Now, when clients ask for help implementing our recommendations, we can say, ‘Absolutely,’” said Morey. “At the end of the day, our clients will be more successful with our combined forces.”

The Lukens Company plans to support and expand Morey Group’s current services and their Charleston, SC, office. The Lukens Company is headquartered in Arlington, VA, and also has an office in Los Angeles, CA.

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## **About The Lukens Company**

Serving the nonprofit and political sectors for over 25 years, The Lukens Company is a full-service direct response marketing agency specializing in fundraising and development for non-profits, political committees, Fortune 500 companies and government agencies. TLC's successful multi-channel direct response programs range from direct mail campaigns that create public awareness and increase member and donor support, brand identity development, direct response television commercials, and integrated marketing strategies. Current clients include the Washington DC Martin Luther King, Jr. National Memorial Project Foundation, the Art Institute of Chicago, The Barnes Foundation, the Museum of Fine Arts, Houston, Seattle Art Museum, Pacific Science Center, as well as numerous political and corporate clients.

## **About Morey Group**

Morey Group is a national market research and consulting firm specializing in the unique needs of museums and other cultural organizations. Since 1985, Morey has worked with more than 200 organizations throughout the U.S. and Canada to provide marketing, membership, and visitor services, along with industry benchmarking. The company has built long-term working relationships with their clients, 30 of whom have been clients for over a decade. Current clients include California Academy of Sciences, Aquarium of the Pacific, New York Botanical Garden, San Francisco Zoo and ICA Boston.

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