



**FOR IMMEDIATE RELEASE**

**MEYER & LYDIATT FAMILY DENTISTRY CHOOSES  
ELLISH MARKETING GROUP AS AGENCY OF RECORD**

***Elish Marketing Group Wins New Business from Colorado Springs Premier Dental Practice***

DENVER, CO - January 25, 2012 – [Elish Marketing Group](#) (EMG), a leading authority on brand positioning and marketing to a wide range of businesses including restaurants, dental practices, retailers and consumer product companies, announced that Meyer & Lydiatt Family Dentistry, Colorado Springs’ premier dental practice, has chosen Elish Marketing Group as marketing and advertising agency of record. EMG will manage branding, marketing and advertising for the practice.

Meyer & Lydiatt Family Dentistry has been serving the dental needs of families in Colorado Springs since 1980. Doctors Roger Meyer and John Lydiatt bring fifty years of personalized professional experience in putting smiles on patients’ faces. The practice is located at 6665 Delmonico Drive (Suite C) at the southeast corner of E. Rockrimmon Boulevard and Delmonico Road - just one mile west of I-25 and Woodmen Road.

“We are excited to have Elish Marketing Group put their proven marketing approach to generating high-quality new patients for our practice while also building our brand as the premier Colorado Springs dental practice,” says Dr. Roger Meyer. Partner Dr. John Lydiatt added, “After having spent time with Warren Elish and seeing first hand the depth of experience and the track record of successes he has had, we are pleased to have Elish Marketing Group spearhead our efforts to grow our dental practice professionally and profitably.”

“Meyer & Lydiatt Family Dentistry is a great dental brand and an established member of the Colorado Springs community,” said President and CEO of Elish Marketing Group, [Warren Elish](#). “We look forward to developing a strategic marketing communication plan and to generating new high-quality patients in just a matter of weeks – and then every month for many years to come.”

**About Elish Marketing Group**

[Elish Marketing Group](#) is a leading authority on brand positioning and marketing consulting to restaurants, dental practices, retailers and consumer products companies. For more than 16 years, EMG has assisted the senior leadership of highly competitive, multi-unit businesses to generate high returns on investment based on a strategic focus that will drive profitable traffic and product mix. A significant amount of EMG’s work has been with start-up, emerging and turnaround businesses. EMG has successfully launched many new brands, concepts, and practices that have become successful while also revitalizing many once formidable brands that lost their way to become strong competitors once again. For a Free consultation on how EMG can assist you in profitably growing your business, contact Warren Elish at 303-762-0360 or at [warren.ellish@elishmarketing.com](mailto:warren.ellish@elishmarketing.com).

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