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**theONswitch Powers up New Business Efforts;  
Wins Include Businesses in Health, Education and Real Estate Sectors**

Thornwood, NY....theONswitch, a three-year old Northern Westchester marketing firm specializing in new and transitioning businesses, announced today the acquisition of five new clients in a broad spectrum of industries.

***Dentrust***, a Pennsylvania-based provider of mobile dental services to underserved populations, has retained theONswitch to expand its awareness and launch a new national initiative.

***Career Explorations*** gives high school students ages 16-18 a career "jump start" by providing them with real-world work experiences. Career Explorations, founded at the age of 16 by Seth Flowerman (who is now at Cornell), pairs teens with summer internships in New York and Boston.

The third new client of theONswitch is ***Children's Progress***. The company melds the best of education, psychology, and technology in its computer-based assessments for pre-K through 3<sup>rd</sup> grade. Their products are in use nationally, from New York to Texas.

For the luxurious new real estate development, ***66 Main***, on the Yonkers waterfront, theONswitch will partner with Michael Pilla of Pilla Marketing Communications to build the company's Internet presence.

Finally, ***Sage Seasonal Yoga and Meditation Center*** has also retained theONswitch for public relations services. Sage specializes in Anusara yoga classes for all levels, from first time beginners to seasoned practitioners. Anusara Immersion workshops, retreats and beginner's series are offered regularly.

"We're honored to be associated with such diverse and respected organizations and our work for them will reinforce what we do best at theONswitch -- providing creative new ideas *that grow business* and deliver outstanding client service," says Nancy A. Shenker, Principal. "Our new clients are at important junctures in their business lifecycles and we are excited to be helping them achieve their goals."

### **About theONswitch**

theONswitch provides innovative marketing, public relations and business development services to a wide range of businesses in Westchester and nationally. The company helps clients improve their performance via a proprietary four-step process - [Imagine, Focus, Buzz and Profit](#). Their clients span a variety of industries and service businesses, including retail, health/wellness, professional services, and experiential marketing. They publish a monthly e-newsletter called ***30-Second Current***. Founder and Principal Nancy A. Shenker is President of the Association of Women in Communications: Westchester/Fairfield, lectures at New York University and has been published in a variety of national and local media. She is also a member of the National Association of Women Business Owners. For more information about theONswitch, visit [www.theonswitch.com](http://www.theonswitch.com) and theONblog (<http://theonswitch.typepad.com/theonblog/>.)