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Centria Healthcare retains Michigan-based TMV Group for branding and media services

*Centria seeks to broaden awareness and connection to families
nationwide*

Royal Oak, Mich. – **Centria Healthcare**, a leading provider of Pediatric Nursing, Catastrophic Injury Care, and Applied Behavior Analysis (ABA) Therapy for children with autism, awarded TMV Group the designation of Agency of Record (AOR) beginning in January. TMV won out against eight other agencies vying for the chance to fulfill Centria’s mission to expand its footprint of care in order to help each child reach their true potential.

“It’s exciting to officially onboard TMV as our agency partner,” said **Dave Spencer**, chief marketing officer at Centria. “We sought out a like-minded creative team to become an extension of our own marketing department and embrace our vision. The brand-building expertise that TMV holds will help to get us to the level of awareness we need to reach more families in need of our services.”

Centria’s mission began in Michigan 10 years ago and continues today in a state-of-the-art headquarters. The company continues growing, employing an expanding number of skilled professionals who share in its commitment to change the lives of children every day. Now, Centria provides services in many states including Arizona, California, Massachusetts, New Jersey, New Mexico, Oregon, Texas and Washington.

To enhance its presence and better serve its current and future client base, Centria and TMV first, in the fall of 2018, launched a complete website redesign. Prominently showcased in this overhaul is the new “Do Wonders” campaign, developed to speak to the incredible achievements and growth Centria fosters.

(more)



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“Do Wonders” is a dual-purpose call to action that draws in parents looking to help their autistic child navigate the world and employees on a mission to make a difference in the life of a child with autism,” said **Bill Morden**, managing partner of TMV Group. “We felt Centria needed to find an emotional connection that would resonate with both audiences who are dealing with the realities of autism.”

The central objective is extending the impact of the “Do Wonders” campaign, and Centria’s overall mission, to a wide-ranging group of families, professionals and job candidates. Together, TMV and Centria will touch the lives of countless people, raising awareness and nurturing community growth nationwide.

For more information, please visit <http://www.centriahealthcare.com>.

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About TMV Group, LLC.

TMV Group, LLC, based in Royal Oak, Mich., was founded in November 2006. A full-service branding and advertising agency, TMV brings brands to life from conception to launch and beyond. TMV focuses on big ideas via websites, social media, video, radio, print, outdoor and TV and is known for moving beyond the traditional to push a brand toward success. Learn more at www.tmvgroup.com

About Centria Healthcare

Centria Healthcare is a leading provider of home-based catastrophic injury and rehabilitation services, private duty nursing, supportive living services and Applied Behavior Analysis Therapy for children with autism. With more than 2,500 trained clinical staff members across the country, Centria provides much-needed support to families living with autism, from pre-diagnosis options to treatment planning to direct therapy services. Centria is a leading national provider of ABA, providing therapy to children with autism and their families in nine states, including Arizona, California, New Jersey, New Mexico, Massachusetts, Michigan, Oregon, Texas, and Washington.

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