

# NEWS RELEASE

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FOR IMMEDIATE RELEASE:

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J. Fitzgerald Group Seeks Non-Profit Applicants  
To Receive Free 'CreateAthon®' Services

*AGENCY ANNOUNCES 9th ANNUAL 'CREATEATHON®' EVENT*

## **Applications due June 15, 2016**

Lockport, NY— **J. Fitzgerald Group**, an international advertising and marketing agency headquartered in Lockport, invites non-profit organizations to submit applications to receive free advertising and marketing services in the 9<sup>th</sup> annual Western New York area CreateAthon®.

Scheduled to begin July 28, 2016, CreateAthon® is a 24-hour blitz during which J. Fitzgerald Group provides marketing and creative services to area non-profit organizations on a pro-bono basis.

"Our goal is to give non-profit organizations the creative marketing materials they need to support their worthy missions," said Carmel Cerullo-Beiter, Vice President of J. Fitzgerald Group.

"We anticipate helping numerous organizations again this year with materials and creative that they otherwise could not afford. The past years have made our WNY CreateAthon® a tremendous success."

Non-profit organizations may request projects including the creation of logos, letterhead packages, brochures, advertisements, direct mail campaigns, posters, TV and radio scripts, outdoor billboards, signage, banners and more.

Each application will be evaluated and then selected for inclusion based on audience reach, the ability of CreateAthon® services to make an impact on the non-profit organization and opportunities to help groups that are currently under-funded. Non-profit organizations receiving donated services during the 2008 through 2015 CreateAthon® will not be eligible in 2016.

“The economic and funding environment facing so many non-profits is challenging, to say the least,” said Cerullo-Beiter. “We expect CreateAthon® to stretch further with even greater impact this year.”

**The deadline for CreateAthon® 2016 applications is 5 p.m. June 15.** Organizations selected by J. Fitzgerald Group to receive CreateAthon® 2016 services are scheduled to be announced June 20.

J. Fitzgerald Group will meet with each of the selected beneficiary non-profits prior to the event to discuss the communication tools they need most. The round-the-clock creative and design work will begin at 8 a.m. on Thursday, July 28 when J. Fitzgerald Group’s team of volunteer graphic designers, writers and branding strategists assemble at the 12 West Main Street offices.

At the end of the continuous creative blitz, work will be presented to the non-profits Friday, July 29 at 8 a.m. Production, printing and fulfillment will follow on an accelerated timetable.

With the help of donating vendor partners, JFG will complete all creative work at minimal or no charge to the non-profit clients. Interested organizations may download an application by visiting [www.jfitzgeraldgroup.com/createathon](http://www.jfitzgeraldgroup.com/createathon) or by calling **(716) 433-7688**.

The organizations benefiting from previous Western New York area CreateAthon® events were:

- **Aquarium of Niagara**
- **Child Care Resource Network**
- **Compass House**
- **Equi\*Star Therapeutic Horseback Riding Center**
- **Gilda’s Club Western New York**
- **Hope For Two (Pregnant With Cancer Network)**
- **Institute on Aging**
- **Investigative Post**
- **Journey’s End Refugee Services**
- **Kids Escaping Drugs**
- **Literacy Volunteers Of Niagara County**
- **Lockport Meals On Wheels**
- **Market Street Art Center**
- **National Foundation for Celiac Awareness**
- **National Multiple Sclerosis Society, Upstate NY Chapter, Buffalo**
- **Opportunities Unlimited Of Niagara**
- **Pink the Rink for Susan G. Korman**
- **St. John The Baptist Church**
- **The Dale Association**
- **United Way of Greater Niagara**
- **VIVE, Inc.**
- **Wheels With Wings**
- **WNY Challenger Sports League**

#### ABOUT CREATEATHON®

The CreateAthon® program is a 24-hour creative blitz during which advertising agencies and design firms work on a pro-bono basis for non-profit organizations. CreateAthon® was founded in 1998 by RIGGS, an advertising agency in Columbia, South Carolina.

Since its inception, RIGGS has partnered in the coordinated CreateAthon® effort with over 100 advertising and marketing firms across the United States and Canada. Each firm has pledged to hold 24-hour creative marathons in their respective markets.

J. Fitzgerald Group is the exclusive Western New York area partner. Information about the national program is available at [www.createathon.org](http://www.createathon.org).

#### ABOUT J. FITZGERALD GROUP

Founded in January 2002, J. Fitzgerald Group is an international marketing technology company specializing in full-service advertising, marketing, web design and research. JFG's client market spans locally, regionally and worldwide. From marketing to incentives, JFG empowers client partners to close the sales loop.

For additional information, please contact Heide Edgington at J. Fitzgerald Group, 716-433-7688 or visit [www.jfitzgeraldgroup.com](http://www.jfitzgeraldgroup.com).

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