

Fourteen Marketing Organizations to Hold CreateAthon Events During National CreateAthon Week

COLUMBIA, S.C. , Oct. 18 /CSRwire/ - Fourteen marketing organizations across the United States and Canada will host CreateAthon events during National CreateAthon Week, October 18-24.

CreateAthon is one of the marketing industry's leading pro bono programs. As CreateAthon partners, marketing agencies, universities, corporations and professional clubs donate their time and talent by holding 24-hour marathons during which professionals and students develop marketing strategies and creative materials that can help nonprofit organizations meet specific marketing objectives. Deliverables take the form of branding initiatives; marketing, public relations and fundraising plans; creative materials in print, digital, and broadcast formats; and more.

CreateAthon was founded in 1997 by Riggs Partners, a marketing consultancy in Columbia, South Carolina. It has grown from a single-market event to a 501 (c) (3) organization that has attracted more than 100 marketing agencies, universities, corporations and professional clubs as official CreateAthon partners. Cumulatively, CreateAthon has helped more than 1,600 nonprofit organizations in the United States, Canada and the United Kingdom by delivering pro bono marketing projects valued at more than \$20 million.

CreateAthon events are held every year in markets served by CreateAthon partners. The CreateAthon partners that have chosen to hold their 2015 events during National CreateAthon Week, and the clients they will serve, include:

Riggs Partners, West Columbia, SC (Founding Agency)

- Able South Carolina
- Death Penalty Resources and Defense Center
- Epworth Children's Home
- Handicapped Athletes Learning to Enjoy Riding – HALTER
- Healing Icons
- Global Pencil Project
- Sexual Trauma Services of the Midlands
- The Therapy Place

AAF Roanoke, Roanoke, VA

- Big Brothers Big Sisters of Southwest Virginia
- Blue Ridge Literacy
- Bradley Free Clinic
- Downtown Christiansburg, Inc.
- Feeding America of Southwest Virginia
- Prevention Council of Roanoke County
- Roanoke Emergency Medical Services
- The Rescue Mission of Roanoke Valley
- Total Action for Progress

AAF Southwest Virginia, Abingdon, VA

- Helping Overcome Poverty's Existence, Inc. (HOPE)
- Homeless Assistance Network and Development Services (HANDS)

Project Restart
Loaves and Fishes Food Pantry
The Mel Leaman Free Clinic of Smyth County
Project Glade
The City of Bristol, Virginia
Southwest Virginia Community Health Systems and Substance Abuse Taskforce in Rural Appalachia (SATIRA)

Capacity Canada, Toronto, Canada

The Centre for Sight Enhancement, based at the School of Optometry and Vision Science, University of Waterloo

The Children's Foundation of Guelph and Wellington
The Community Resource Centre of North and Centre Wellington
Extend-A-Family Waterloo Region
The Juvenile Diabetes Research Foundation
MennoHomes, Inc.
Planned Parenthood Waterloo Region
The Waterloo Horticulture Society
The Waterloo Region Suicide Prevention Council
YWCA Kitchener – Waterloo

Flipside Creative, Vancouver, Canada

Boys and Girls Club of South Coast British Columbia
Dress for Success San Francisco and San Jose
H.A.V.E. Café and Culinary Training Society
Theater for Living
VOKRA (Vancouver Orphan Kitten Rescue Association)

J. Fitzgerald Group, Lockport, NY

Investigative Post
The Susan G. Komen Foundation
Child Care Resource Network

Leading Edges, Meridian, MS

Boy Scouts of America, Choctaw Area Council
Care Lodge Domestic Violence Shelter
Community Foundation of East Mississippi
Go Green, Meridian
The Free Clinic of Meridian
59/20 Music Festival

Paragon Design Group, Hudson, NC

Big Brothers Big Sisters of Western North Carolina – Burke Branch
Foothills Performing Arts, Inc.
Lupus Foundation of America, North Carolina Chapter

Proximo Marketing Strategies, Williamsburg, VA

Communities in Schools of Hampton Roads
Ignite Fine Arts
Peninsula Reads
United Way of Greater Williamsburg
Williamsburg Area Learning Tree
Youth Sailing Virginia, Inc.

RedPepper, Nashville, TN

Homework Hotline
Nashville Humane Association
Rooftop Foundation
The Nashville Food Project

Sales Factory + Woodbine, Greensboro, NC

1-2-1 Mentoring
Alamance Guilford Sec. National Council of Negro Women
arcBarks
The Arc of Davidson County
Career Academy of Greensboro
Caroline's Promise
Connected in Hope
Encouraging Words
Freedom House
Greensboro Children's Museum
Greensboro Science Center
HandyCapable Network
Hannah's Haven Inc
Horse Friend Therapeutic Riding
Kopper Top Life Learning Center
Mental Health Association of Greensboro
Mustard Seed Community Health
Open Hands of Davidson County, NC
Partners Ending Homelessness
People & Paws 4 Hope
Restoration Place Ministries
Seven Homes Inc
Ten Thousand Villages Greensboro
The Volunteer Center Of Greensboro Inc
Young Life

Seamgen, San Diego, CA

GoodCase

Think Tank, St. Louis, MO

Riverbend Family Ministries
Art Saint Louis
It's Your Birthday, Inc.

Burns Recovered Support Group
Megan Meier Foundation

Trio Solutions, Mt. Pleasant, SC

Charleston Police Pipes and Drums
Chucktown Squash Scholars
Lowcountry Habitat for Humanity
OHM Radio
Yo Art

Other CreateAthon partners holding their events this CreateAthon season include:

EGC Group, Melville, NY
FleishmanHillard, Toronto, Canada
Inspired Creative Studios, Wilmington, NC
MODassic Marketing, Richardson, TX
Stamp Idea Group, Montgomery, AL
University of South Carolina, Columbia, SC
Whitespace Creative, Akron, OH

“We are thrilled that so many of our partners are holding their events during National CreateAthon week,” said Teresa Coles, founder and board chairman of CreateAthon. “CreateAthon is such a unique opportunity for people to give back to nonprofits in their communities via their own personal strengths. Having a week dedicated to skills-based volunteerism where partner organizations are able to work simultaneously makes the movement that much more impactful.”

For more information on the program, please visit www.createathon.org.

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