

NEWS RELEASE

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FOR IMMEDIATE RELEASE:
June 9, 2009



J. FITZGERALD GROUP SEEKS NON-PROFIT APPLICANTS TO RECEIVE FREE 'CREATEATHON®' SERVICES

AGENCY ANNOUNCES 2nd ANNUAL 'CREATEATHON®' EVENT

Applications due July 20, 2009

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 2nd annual Western New York area CreateAthon®.

Scheduled to begin September 17, 2009, 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 Jack Martin, President of J. Fitzgerald Group.

“We anticipate helping numerous organizations again this year with materials and creative that they otherwise could not afford. Last year’s CreateAthon® was a tremendous success with 26 projects completed for seven different charities.”

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, web copy/design and more.

Local CreateAthon® judges will evaluate each application and make selections 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 CreateAthon® will not be eligible in 2009.

Mr. Martin said, "Due to the economic conditions faced by so many non-profits in 2009, we expect CreateAthon® to have just as much impact this year."

The deadline for CreateAthon® 2009 applications is July 20. Organizations selected by J. Fitzgerald Group to receive CreateAthon® 2009 services are scheduled to be announced August 3.

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, September 17 when J. Fitzgerald Group's volunteer team of graphic and web designers, writers, direct-mail specialists, strategists and printers 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, September 18 at 8 a.m. Production, printing and fulfillment will follow on an accelerated timetable.

In an effort to expand CreateAthon® benefits to the selected non-profits, J. Fitzgerald Group has teamed with area partners including: **The Zenger Group, Sterling Sommer, Boncraft, Inc., WGRZ-TV Channel 2 News, Entercom Buffalo, Lamar Advertising, Lockport Union-Sun & Journal, and Acorn Studios.**

With the help of the partners, JFG will complete all projects at minimal or no charge to the non-profit clients. Interested organizations may download an application by visiting **www.jfitzgeraldgroup.com** or by calling **716-433-7688**.

The organizations benefiting from the Western New York area CreateAthon® 2008 were:

- **Compass House**
- **Gilda's Club Western New York**
- **Hope For Two (Pregnant With Cancer Network)**
- **Literacy Volunteers Of Niagara County**
- **Lockport Meals On Wheels**
- **National Multiple Sclerosis Society, Upstate NY Chapter, Buffalo**
- **Opportunities Unlimited Of Niagara**

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.

RIGGS will partner with over 40 advertising and marketing firms across the United States and Canada this year in the coordinated CreateAthon® effort. 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.

ABOUT J. FITZGERALD GROUP

Founded in 2001, J. Fitzgerald Group is a full-service advertising, marketing, web design and research firm with expertise in local, regional and worldwide markets. The agency's client base represents a wide range of industries, from consumer to business-to-business to non-profit ventures. J. Fitzgerald Group's expertise lies in five key areas:

- **Traditional Agency Offerings:** marketing/strategic communication planning, brochures, advertisements, direct mail, trade show booth development
- **Website/Interactive Development:** web strategy, redesign, websites/banner ads, e-commerce, online demonstrations
- **Web-Based Program Creation & Management:** purpose-built online incentive programs, print-on-demand systems
- **Research:** focus groups, surveys, test clinics
- **Media:** public relations, media planning/placement, trade shows

For more information, please contact Craig J. Thrall at J. Fitzgerald Group, 716-433-7688 or visit www.jfitzgeraldgroup.com.

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