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# NEWS

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## For Immediate Release

### CHICAGO AGENCY TO DONATE \$30,000 IN MARKETING SERVICES TO NON-PROFIT ORGANIZATION

*Non-Profits in Travel/Tourism Urged to Apply Online by Nov. 20*

**LOMBARD, ILL. Nov. 4, 2009** – In an effort to give back to an industry that has helped Stevens & Tate Marketing/Endora Digital Solutions thrive in these challenging economic times, the agency will be donating \$30,000 in marketing services to one travel and tourism-based non-profit organization. The program, called the “Lend-A-Hand Marketing Giveaway,” was launched this fall and is intended to be an annual pro bono initiative for Stevens & Tate.

Dan Gartlan, president of Stevens & Tate, said, “Time and time again, we have offered pro bono services, allowing us to infuse our shop with meaningful work. This time, we decided to pool our pro bono time and help one non-profit organization take their business to the next level.”

Gartlan explained that the winning candidate will be one that “not only demonstrates strong leadership skills in its industry and in the region it serves, but one we feel could benefit most from our services and has the best potential to implement the final creative project.

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“As the economy shifts, the message an organization goes to market with needs to change. And, unfortunately, all too often, many organizations have cut back on creative messaging altogether. We believe we are in a position to help,” said Gartlan.

Entries must be received by Nov. 20. A judging panel made up of Stevens & Tate directors will review all of the applications in late November. Finalists will be selected, notified and interviewed in mid-December. The winner will be notified and announced the week of Dec. 18.

The judging team will place strong emphasis on three criteria:

- **A vision for the organization.** The agency would need to get a strong sense of “what’s next” as it relates to the winning organization’s mission.
- **Strong leadership,** which clearly defines the review procedure to expedite the approval process.
- **Financial ability to execute what is created.** For instance, an ad campaign would necessitate a media budget to follow-through with any creative developed.

The Lend-A-Hand Marketing Giveaway call for nominations is being shared with non-profit organizations throughout major U.S. markets. Eligible candidates are asked to fill out a short online form, which can be found at: [www.stevens-tate.com/lendahand](http://www.stevens-tate.com/lendahand) For more information about the Lend-A-Hand Marketing Giveaway or the application process, call 630-627-5200.

Stevens & Tate Marketing/Endora Digital Solutions has developed a reputation for advertising excellence and has acquired a diverse client base, specializing in the real estate, senior living, hotel and travel, and food industries. Located just west of Chicago, Stevens & Tate/Endora Digital provides clients with innovative, on-strategy creative, all while providing trackable results. For more information, visit [www.stevens-tate.com](http://www.stevens-tate.com) or call 630-627-5200.

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