

FOR IMMEDIATE RELEASE

DATE: August 22, 2011
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KINETIC CHANNEL MARKETING ANNOUNCES CREATEATHON® BENEFICIARIES

Ft. Wayne, IN. — Four Northern Indiana non-profit organizations will be the beneficiaries of free marketing and creative services provided by Kinetic Channel Marketing in this year's CreateAthon® event. CreateAthon is a 24-hour work-around-the-clock event that will begin Thursday, September 22nd 2011.

Organizations selected include: Healthier Moms and Babies, Hope House, Lutheran Life Villages and Mustard Seed Furniture Bank.

All eligible organizations for CreateAthon® are members of the Northeast Indiana Nonprofit Alliance (NINA).

Kinetic Channel Marketing received a great number of applications from non-profit agencies across Northern Indiana and will produce between 8 and 12 projects for the organizations selected with an estimated market value of more than \$75,000.

“This is the first year Kinetic is participating in CreateAthon,” says Michelle Alonzo, Principal at Kinetic Channel Marketing, “and our team excited to be able to give back to Northeastern Indiana through using our talents to support organizations whose sole purpose is improving the lives of those in our community.”

CreateAthon® was founded in 2002 by Riggs Partners and its scope has since expanded to a national level. Over the years, more than 73 advertising and marketing firms across North America and Canada having participated in the CreateAthon® network and have pledged to hold 24-hour creative marathons in their respective markets. For more information on the program, please visit the web site at www.createathon.org.

About Kinetic Channel Marketing

Kinetic Channel Marketing is a marketing, communications and training agency that works solely with clients who rely on a dealer network to sell and service their products. Kinetic specializes in creating and implementing strategies that improve dealer performance, increase sales and improve customer satisfaction. Kinetic is headquartered in Fort Wayne, IN with a satellite office in Charlotte, NC. Visit www.discoverkinetic.com to learn more.

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