



**Media Contacts:**

Judi Wax  
704 552-6465  
[wax@lgapr.com](mailto:wax@lgapr.com)

Stacey McCray  
704 552-6565  
[mccray@lgapr.com](mailto:mccray@lgapr.com)

**FOR IMMEDIATE RELEASE**

**Nine Charlotte Nonprofit Groups Selected to Receive Free Marketing Assistance**

LGA's First 25-Hour Goodstock™ Marathon Next Week Will Help Promote Groups' Good Work

**CHARLOTTE, N.C., Oct. 6, 2009** — Nine Charlotte-area nonprofit groups have been selected to receive free creative, public relations and related services during the first 25-hour Goodstock™ marketing marathon scheduled next week by Luquire George Andrews, a Charlotte-based integrated marketing agency.

“We intended to select six nonprofit organizations, but decided to do more after receiving almost 30 applications seeking help in marketing their vitally needed services to the community,” said Steve Luquire, founder and CEO of LGA, which is launching the pro bono program to commemorate its 25<sup>th</sup> anniversary this year. “It’s clear that the need has never been greater to help the less fortunate in our community at a time of rising unemployment and other signs of economic distress and declining funding for nonprofits. We want to give back a fraction of the support we’ve received from the Charlotte community over the past quarter century.”

LGA plans to make the program an annual event. Knupp & Watson, a strategic communications agency in Madison, Wis., created the original Goodstock five years ago to support nonprofit groups in its area. Together, the two companies hope to encourage marketing agencies nationwide to participate next year in the around-the-clock marathons to produce advertising and public relations materials and strategies needed by nonprofits around the country.

“Our goal is to tell our communities – and ultimately the country – about all the good work being done by nonprofit organizations. We hope our work will shine a spotlight on the nine organizations to drive donations, volunteers and ultimately allow them to provide more services in our community,” said Judi Wax, LGA senior vice president and director of public relations, who is overseeing Goodstock. She is a former colleague of Knupp & Watson President Andy Wallman and suggested LGA adopt the Goodstock idea.

The Mecklenburg County nonprofit organizations selected after completing an RFP process include:

**Carolina Raptor Center**

Dedicated to environmental stewardship and the conservation of birds of prey through education research, and the rehabilitation of injured and orphaned raptors.

[www.carolinaraptorcenter.org](http://www.carolinaraptorcenter.org)

**Charlotte Community Health Clinic**

Provides acute medical care to uninsured, low income, 19 and older Mecklenburg County individuals.

[www.mycchc.com](http://www.mycchc.com)

**Charlotte-Mecklenburg Council on Aging**

Mission is to transform Charlotte-Mecklenburg into a senior-friendly community through education and advocacy so all aging adults are able to enjoy the best quality of life and the best physical and mental health.

[www.charmeckcoa.org](http://www.charmeckcoa.org)

**Charlotte Speech and Hearing Center**

Mission is to provide a full range of effective, family-centered speech, language and hearing services to everyone in need.

[www.charlottespeechhearing.com](http://www.charlottespeechhearing.com)

**International House**

Mission is to promote international understanding by serving as a center for diversity, advocating for people of diverse national backgrounds and facilitating professional and cultural programs.

[www.ihclt.org](http://www.ihclt.org)

**Jacob's Ladder**

Provides job readiness and job retention training to help the unemployed and underemployed find and keep living wage jobs.

[www.jacobsladdercharlotte.org](http://www.jacobsladdercharlotte.org)

**Lifespan**

Works with children and adults with developmental disabilities in the areas of education, employment and enrichment activities to transform their lives.

[www.lifespanservices.org](http://www.lifespanservices.org)

**Operation Home Front of North Carolina**

Provides emergency financial assistance and morale to our troops, to the families they leave behind, and to wounded warriors when they return home.

[www.operationhomefront.net](http://www.operationhomefront.net)

**Summit House**

Provides mothers convicted of non-violent crimes a residential alternative-to-prison program to create a new life for themselves and their minor children.

[www.summithouse.org](http://www.summithouse.org)

*Note to editors and news directors: News media are invited to cover the 25-hour marathon that begins at 11 a.m. on Thursday, Oct. 15, and continues until noon on Friday, Oct. 16, at LGA's offices, 4201 Congress St., Suite 400, in the SouthPark area. LGA staffers will be meeting with representatives of the nine nonprofits and then producing the marketing materials most needed by the groups, such as brochures, press kits, logo and identity packages, event strategies, social media strategies, Facebook pages and more.*

# # #