

**For Immediate Release**

## **Appleton marketing firm donates more than \$35,000 of work to local nonprofits**

*Weidert Group team donates hundreds of pro bono hours to nonprofit organizations' marketing and PR efforts in Northeast Wisconsin*

**APPLETON, Wis., (February 12, 2009)** – As donations to local nonprofit organizations continue to be affected by the difficult economy, Weidert Group, Inc., a full-service marketing firm in Appleton, Wis., has worked to fill the shortfall by donating their marketing skills. Throughout the past year they've given more than \$35,000 of their time to help nonprofit organizations with their marketing efforts.

Weidert Group offers a variety of professional marketing services such as marketing strategy and planning, Web site development, public relations, social media training and graphic design work to Northeast Wisconsin based nonprofits either free of charge or at a significantly reduced rate. Everyone at the agency participates in the support of nonprofits, from interns to senior partners.

"It's no secret that this has been a tough time for nonprofits," said Greg Linnemanstons, president at Weidert Group. "We've always tried to help nonprofits in any way we can, from providing our services to serving on boards or helping as volunteers. This year they just needed our help more than ever."

In 2009, Weidert Group worked with the American Red Cross of Outagamie County, ACES Xavier Catholic Education System and the Appleton Babe Ruth World Series.

Most recently, Weidert Group created all the promotional materials and advertising for the American Red Cross of Outagamie County's *Soup's On*, their premier annual fundraising event. In January 2010 the event raised more than \$40,000 for the Outagamie County Chapter, the most ever raised in the 16-year history of the event.

"We are privileged to be able to work with such amazing local organizations and use our talents to help others and the community," said Linnemanstons.

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