



CreateAthon®
2009

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TRIO SOLUTIONS INC. CHOOSES ORGANIZATIONS TO RECEIVE CREATEATHON® SERVICES

CHARLESTON, S.C. — Five Lowcountry nonprofit organizations will be the beneficiaries of free advertising and marketing services provided by Trio Solutions Inc. in its third annual CreateAthon® event. The 24-hour work-around-the-clock effort will begin Thursday, September 17.

Organizations selected as CreateAthon® recipients this year include: Charleston Area Children's Garden Project, Charleston Community Sailing, The Good Neighbor Center, Liza's Lifeline of South Carolina Inc. and Palmetto Medical Initiative.

Trio Solutions Inc. received an overwhelming number of applications from nonprofit agencies across the Lowcountry. The agency expects to produce between five and ten projects for the organizations selected with an estimated market value of more than \$15,000.

"It is always a difficult task to select only a few nonprofits to work with out of the pool of applications," said Jennifer Cherock, vice president and marketing specialist at Trio Solutions. "All the groups who applied do amazing work for so many people in the community. Just reviewing the applications is an inspirational process."

CreateAthon® was created by RIGGS advertising agency out of Columbia, South Carolina in 1998. Since the program's expansion from a single market to an international effort in 2001, 73 agencies have joined the CreateAthon® network, holding CreateAthon® events in their cities. Trio Solutions Inc. is the exclusive CreateAthon® agency for the Lowcountry. This effort has benefited more than 1,000 nonprofit organizations with 2,248 projects valued at \$10 million.

Trio Solutions Inc. is a full-service marketing firm that provides marketing communication services in public relations, advertising, graphic design, event planning, Web development, social media and more. Trio Solutions Inc. is committed to increasing brand strength and awareness for our clients and partners.

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