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mundayMorning Announces CreateAthon® Recipients

Creative Agency to Conduct 24-hour Blitz to Provide Pro-Bono Creative and Marketing Solutions to Area Nonprofit Organizations

DALLAS, TX – January 12, 2008 – mundayMorning, an award-winning full-service marketing and public relations agency, today announced the recipients of the first CreateAthon in the state of Texas. The CreateAthon is a 24-hour blitz that mundayMorning will be carrying out, 10 a.m. on January 29 to 10 a.m. January 30, 2009, to provide pro-bono creative and marketing solutions to nonprofit organizations in North Texas.

The agency received 40 applications from non-profit agencies requesting nearly 100 projects. After analyzing each application, selections were made based on overall need, the mission of the organization, the type of work requested and how the mundayMorning's expertise would most benefit the needs of each recipient.

The recipient organizations for the inaugural CreateAthon are:

- **Heart House Dallas** - provides free after-school programming to at-risk children of low-income families in a safe environment. They also provide tutoring, mentoring and good citizenship building opportunities.
- **Christian Community Action** - ministers to those in need by providing comprehensive services that alleviate suffering, bring hope and change lives. CCA also runs a resale shop that provides low cost alternative shopping and job opportunities.
- **Friends Forever of North Texas** - their mission is to rescue abandoned and homeless dogs and cats and find them homes. They have no physical shelter and they rely on a band of volunteer foster homes until they can find placement. They specialize in older animals that are hard to place as well.
- **North Texas Rehabilitation Services – they** provide vocational opportunities to adults with developmental disabilities in a site-based setting. They get contracts from companies so that their group can do the work at their site.
- **Texas Winds Musical Outreach – their** mission is to educate, enrich and entertain by bringing musical programs to persons confined by ill health, the economically disadvantaged, isolated seniors and at-risk children. They give over 850 concerts a year to more than 33,000 individuals.
- **Homeward Bound – their** mission is to work with people living with problems due to homelessness, substance abuse and addiction issues. Their goal is to help their clients achieve sobriety and dignity at no charge to them.
- **Central Dallas Ministries –** as part of an area network, they feed the hungry, provide care for the sick and house the homeless. They run a food bank, a health clinic, a law office, affordable housing and an after-school program.

- **Plano Community Home – they** provide affordable, dignified housing for low-income older adults and people with limited mobility. They house over 400 lower-income senior citizens on five campuses in Plano and Denton.
- **Preservation Dallas – the organization** is dedicated to the preservation and revitalization of Dallas' buildings, neighborhoods, and other historical, architectural and cultural resources. They are advocates for some of the finest and most endangered landmarks in Dallas.
- **Allen Community Outreach** - a bridge between all of the vast social service agencies and the people of Allen, Fairview and Lucas. They offer one-time financial assistance when a family is in a crisis, as well as provide rent and utility assistance, a job bank and counseling.
- **The Warren Center** - their primary goal is to serve local families with children with developmental disabilities, working mostly with children that have trouble relating and communicating with others. This usually includes issues like autism, sensory processing disorder, cerebral palsy and down syndrome

"Because every one of the organizations that submitted applications is so worthy of receiving this kind of help, mondayMorning had a very difficult time throughout the selection process," said Angelo Antoline, president of mondayMorning. "We believe that we have a nice mix of charities that will not only benefit the most from our team's expertise, but be able to use the materials we provide them right away."

With individual projects ranging from logos to Web sites for the organizations selected, the estimated market value of the CreateAthon is more than \$42,000. Based in Dallas, Texas, mondayMorning is the official CreateAthon agency for North Texas.

About mondayMorning

mondayMorning (<http://mondaymorning.com>) is an award-winning full-service marketing and public relations agency located in Dallas, Texas. The agency's mission is to provide clients with engaging creative, insightful branding, provocative design, strategic public relations and shrewd marketing solutions – all while treating them with absolute fairness and respect on a business and personal level. Its approach is one of honesty and respect – not one of red tape, hidden costs, adequate creative and bad account management.

About CreateAthon

CreateAthon is a 24-hour, work-around the clock creative blitz during which one local advertising agency generates advertising services for local nonprofits that have little or no marketing budget. Since the program's expansion from a single market in Columbia, South Carolina, in 1998, 42 agencies in 42 cities have joined the CreateAthon network, holding events in their cities. This effort has benefited 1,008 nonprofit organizations with 2,143 projects valued at \$8.4 million.

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