



DIGITAS

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STUDENTS, COMMUNITY MEMBERS FROM HAMILTON HEIGHTS LEND A HAND WITH BEAUTIFICATION PROJECTS

Children for Children Teams with Over 550 Digitas Employee Volunteers

NEW YORK – For Immediate Release – Children for Children (CFC), a national non-profit dedicated to engaging young people in service, announced that for the fourth consecutive year it will be teaming up with Digitas, a New York interactive agency, and middle school student and faculty volunteers to improve local schools and community locations.

CFC and Digitas employee volunteers will work side-by-side with students and faculty from PS 28 and the New Heights Academy Charter School to paint, prune, and spruce up the Hamilton Heights community.

Projects are inspired by the students and based on the needs of the teachers, parents' association, schools and greater community. The CFC, student and faculty will team with over 550 Digitas volunteers will help bring them to life in just one day. As a marketing and interactive design agency, the employee volunteers lend unique skills such as project planning, artistry, design, and carpentry among others.

“Community Service Day is one of the highlights of our community involvement, one that the employees always look forward to. This is our fourth year in partnership with Children for Children and we’re excited to donate our time, energy and skills to such a great effort,” said Joanne Zaiac, president, Digitas New York Region.

This year Digitas has raised corporate donations from a variety of companies, including Direct Group and Platform A – AOL Media Department.

After months of intensive preparation, volunteers will transform the schools and community with projects that include:

- > Inspirational Murals. Vivid murals on the walls of PS 28 and the New Heights Academy Charter School designed by Digitas volunteers with inspirational quotes from the students.
- > PS 28 Beautification. Installation of a new greenhouse for the Wright Brothers School, cleaning and gardening.
- > Park Refurbishment. Flowers and greenery planted in new flower beds and cleaned-up landscape areas, restoration, and new fencing installed for the Jackie Robinson Park.

DATE: July 15, 2009

TIME: 8:00am – 12:00pm

LOCATIONS:

- > Inspirational Murals. PS 28, 475 West 155th Street, New York, NY, 10032 and New Heights Academy Charter School, 1818 Amsterdam Ave, New York, NY, 10031.
- > PS 28 Beautification. PS 28, 475 West 155th Street.
- > Park Refurbishment. Jackie Robinson Park, Edgecomb Ave and Bradhurst Ave, New York, NY, 10039.

About Children for Children

Children for Children, the Youth and Education arm of HandsOn Network, mobilizes, the energy, ingenuity and compassion of young people, beginning at an early age, to discover their power and potential to solve real world problems through volunteer opportunities and service learning programs that instill a lifelong commitment to service.

About Digitas

Digitas is a leading digital marketing agency, helping the world's biggest brands develop, engage and profit from building profitable relationships with their customers. The Agency pairs media, marketing, technology, creativity, imagination and analytics to ignite emotional bonds between people and brands. Digitas also operates the brand content platform, The Third Act., the independent healthcare marketing brand, Digitas Health, as well as Prodigious Worldwide, the world's only standalone, global digital productions company. With sister agencies Starcom MediaVest, ZenithOptimedia and Denuo, Digitas is a member of Publicis Groupe's VivaKi—a global digital knowledge and resource center that leverages the combined scale of the autonomous operations of its members to develop new services, new tools, and new partnerships.

Paris-based Publicis Groupe S.A. is the world's fourth largest communications group, the world's second largest media counsel and buying group, and a global leader in digital and healthcare communications. With around the world activities spanning more than 104 countries on five continents, the Groupe employs as many as 44,000 professionals.

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