

DIGITAS

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DIGITAS ATLANTA TEAMS UP WITH THE BRIDGE FOR COMMUNITY SERVICE DAY

"All Hands On Deck," as Employees Renovate to Inspire Atlanta Youths

ATLANTA - October 20, 2010 - [Digitas](#) Atlanta is teaming up with [The Bridge](#) facility to give back to Atlanta's youth and families for Digitas' yearly Community Service Day. Employees from the integrated brand agency will utilize their innovative and creative skills to complete a number of service projects that will ultimately foster positive change.

"The Bridge is and always has been a community effort and organization," said Tom Russell, CEO. We depend on a wide array of resources including the support of volunteer groups such as Digitas to meet our mission of serving youth and families. For 42 years, the community has been an essential and critical part of our existence and we thank the staff of Digitas for helping us in building futures!"

Projects for the event include:

- > Bringing color and life to the Center's entryway through paint and decoration
- > Revitalizing the art center to inspire creative minds
- > Painting a vivid Digitas designed mural "makeover" through the dormitory hallways representing the city and beauty of Atlanta
- > Landscaping and beautifying the outdoor therapy and recreational garden

"It's a privilege to partner with an organization that is so committed to serving Georgia's families," said Lange Taylor, SVP/Managing Director. "Lending sweat equity with our entire staff of volunteers is a humble gesture to an organization that goes to such great lengths. We are proud to know our support is helping The Bridge make a real impact on children's lives—from everything to residential, therapeutic and educational services."

"At Digitas, it's important to us to look outside the agency to contribute our creativity and energy to the greater good," said Joanne Zaiac, President, Digitas New York, Stamford & Atlanta Region. "We're dedicated to giving back to the Atlanta community in ways that will inspire and create positive change."

Community Service Day is a powerful example of what can be accomplished when a company's employees work together for a common cause. Also happening this week, Digitas Stamford is joining forces with the local Boys and Girls Club. In addition to Community Service Days throughout Digitas' North American offices, employees also give generously of their time and abilities for other initiatives including the [Miami Ad School program](#) and Volunteer Day with [Chicago's Off the Street Club](#).

About Digitas

Digitas, the top global integrated brand agency, builds active brands for some of the foremost companies in the world. With a deep understanding of its clients' customers, the agency combines media, technology, creativity and analytics to ignite emotional bonds between people and brands. Among its many awards, Digitas counts Agency of the Year honors from the Festival of Media, *OMMA Magazine*, *Promo* magazine, *BtoB Magazine*, and Les Agences de l'Année, France, and has been named to the *Advertising Age* Digital A-List.

Digitas also operates the brand content platform The Third Act:, producers of the first and most renowned event on digital content, Digital Content NewFront; the healthcare marketing brand, Digitas Health; and Prodigious Worldwide, the world's only standalone, global digital productions company.

With sister agencies Starcom MediaVest, ZenithOptimedia, Denuo and Razorfish, 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.

Publicis Groupe [Euronext Paris: FR0000130577] is the world's third-largest communications group. In addition, it is ranked as the world's second-largest media counsel and buying group, and is the first global network in digital and healthcare communications. With activities spanning 104 countries on five continents, the Groupe employs approximately 45,000 professionals.

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About The Bridge

[The Bridge](#) was founded in 1970 as a shelter for runaway teens, providing emergency shelter and short-term basic care. Over time, The Bridge has developed a more comprehensive programming, with emphasis on psychological services and safety for the children. The Bridge currently has a Residential Program with beds for 32 youth, ages 12 to 17; a Family Treatment Center providing psychiatric counseling and substance abuse services to eligible youth in the Residential Program and eligible youth in the greater Atlanta community; and The Bridge School, an educational institution accredited by the Southern Association of Colleges and Schools (SACS).

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