



LGA Selects Six Nonprofits for Second Annual Goodstock™ Marathon Oct. 7 – 8

LGA Staff Will Stay Up All Night Long to Help Group of Nonprofits Better Market Their Services

Charlotte, N.C., Sept. 20 — Luquire George Andrews (LGA), one of the Southeast Region's leading advertising, marketing and public relations agencies, has selected six Charlotte-area nonprofits through an RFP process to receive free advertising, marketing, public relations, social media and creative services during the agency's second annual Goodstock™, a 24-hour pro bono marketing marathon being held Thursday, Oct. 7 through Friday, Oct. 8 at LGA's offices. Last year, LGA donated over \$250,000 worth of pro bono services during Goodstock.

The nonprofits selected for Goodstock 2010 are:

American Red Cross / Greater Carolinas Chapter

Dedicated to helping people in Mecklenburg and Iredell counties prevent, prepare for and respond to emergencies. www.redcrosshelps.org

Carolina Thread Trail

A network of greenways and conserved corridors that links 15 counties in North and South Carolina and conserves our most significant natural areas. www.carolinathreadtrail.org

Girl Talk Foundation, Inc.

A character-building program and youth network for girls ages 11-16 whose mission is to empower today's girls to become leaders of tomorrow. www.girltalkfoundationinc.com

Residential & Support Services, Inc.

Provides residential and community support and services for children and adults with developmental and other disabilities in residential and community settings. www.rssweb.org

Right Moves for Youth

Provides the motivation for its club members in grades 3-12 to succeed in school, improve their quality of life and become responsible members of society. www.rightmovesforyouth.org

Teach for America / Charlotte Region

National corps of outstanding recent college graduates who commit to teach for two years in urban and rural public schools and become lifelong leaders in expanding educational opportunity. www.teachforamerica.org

"LGA has a history of giving back to this community, and Goodstock is one of the more unique and rewarding ways we do it," said Judi Wax, LGA executive vice president and director of public relations, who oversees Goodstock at LGA. "We got back so much more than we gave last year, we are very excited to do what we can to help this new group raise

awareness of their services, raise funds to support them and reach out to the people who need them most.”

LGA launched its first Goodstock last year in honor of its 25th anniversary and donated over \$250,000 worth of services to the nonprofits selected, including new logos, taglines, brochures, direct mail pieces, a website, press materials, key messages, fundraising event ideas and social media strategies.

Knupp & Watson & Wallman (KW2), a strategic communications agency in Madison, Wis., created the original Goodstock six years ago to support nonprofit groups in Dane County. A third agency, Harvey McKinnon Associates in Vancouver, Canada, will join in this year, and all three firms will hold simultaneous Goodstock events Oct. 7 – 8.

About Luquire George Andrews

A leader in integrated communications in the Carolinas for more than 25 years, Charlotte-based Luquire George Andrews (LGA) provides advertising, marketing and public relations services to a broad range of clients from major regional corporations to global Fortune 500 companies. For more information, visit www.lgaadv.com.

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