



## **Advertising firm wraps up 24-hour marketing marathon**

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By Adrienne Flores

CHARLOTTE -- Workers at Luquire George Andrews were burning the midnight oil Friday. LGA in South Charlotte held its second annual "Goodstock," a 24-hour marketing marathon to help area non-profits.

"We're doing billboards, we're doing key messages for people we're doing, we're doing viral ideas," said Executive Vice President Judi Wax.

All for free, she added. In some cases the firm created new images for agencies like Carolina Thread Trail, Girl Talk Foundation or Teach for America, a non-profit working to close the achievement gap by placing teachers in high poverty schools.

"We couldn't afford this in a million years so this is huge for us," said Tim Hurley with Teach for America. "Everybody's funding is being cut short and their needs for services has gone up. We wanted to find a way to give back to the community and say thank you," said Wax.

The firms went through a selection process. After meeting with each agency Thursday, the staff split up into teams brainstorming on how best to market their non-profits. What would normally take weeks, took less than 24 hours. The groups then came back Friday to see the finished product. It's a service Hurley admits was priceless.

"One of the goals is to use the work that LGA has done for over the last 24 hours to tell the broad Charlotte community about the work Teach for America does," he said.

It's a small gesture the firm hopes will catch on with other companies next year. Last year Luquire donated more than \$250,000 worth of marketing services to area non-profits during the Goodstock marathon.

*To see the video, click the link below.*

[http://charlotte.news14.com/content/local\\_news/charlotte/631273/advertising-firm-wraps-up-24-hour-marketing-marathon](http://charlotte.news14.com/content/local_news/charlotte/631273/advertising-firm-wraps-up-24-hour-marketing-marathon)