

NEWS FROM SAFE HAVEN FAMILY SHELTER

For Immediate Release

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Creative Community Donates Design and Web Expertise to Help Safe Haven Family Shelter

Twenty-four hour design event to benefit 27-year-old Nashville non-profit

Nashville, Tenn. (July 27, 2011) — Safe Haven Family Shelter, a 27-year-old non-profit agency, is getting a redesign with the creative genius of more than 30 design professional volunteers.

In an effort to keep homeless families united, nearly three dozen creative marketers are collaborating to redefine, expand and develop collateral pieces and marketing strategy -- including a website -- for Safe Haven Family Shelter. Safe Haven is a local award-winning organization dedicated to serving homeless families with children through prevention, shelter, transitional, and housing-first strategies.

The 24-Hour Design-A-Thon event begins at 11am on Saturday, August 6 at CoLab Nashville (230 4th Avenue North) and is expected to attract volunteers from some of Nashville's most creative design teams. Organizers approximate the event's financial value at \$60,000 in professional services and another \$10,000 from in-kind donations of local businesses.

"This tremendous gift comes at an ideal time for Safe Haven," said Joyce Lavery, CEO and executive director. "We have experienced a dramatic increase in the need for services and housing options as family homelessness continues to rise. As we embark on our plans to increase the number of families we serve, a new website and other critical marketing tools will help us communicate the needs and the life-changing results we achieve in our program."

The volunteers participating in the 24-hour Design-A-Thon event represent members of the Nashville technology community who also donate their time and talents throughout Middle Tennessee. Other volunteer groups partnering in the effort include CoLab Nashville and GeeksforGood.net.

"The Nashville technology and marketing community is so generous, and another way we can help underserved nonprofits is by using our professional experience," said Jessica Murray, co-founder of the Nashville Design-A-Thon event. "It's also a great opportunity for our professional community to work with colleagues from various companies around Nashville and challenge themselves."

In addition to marketing support, local businesses have offered to donate food and services to support the volunteers during the marathon marketing effort including, Amerigo Italian Restaurant, Dunn Bros Coffee, Little Debbie, Mafiaoza's Pizzeria, Moe's Southwest Grill, Bone Law, Jive Printing, BDT Beverage and KitPortal.

About Safe Haven Family Shelter

Safe Haven Family Shelter specializes in family homelessness, providing shelter and transitional services that empower Middle Tennessee homeless families with children to achieve lasting self-sufficiency. SHFS is the only shelter-to-housing program in Middle Tennessee where homeless families can stay together. SHFS is a 501(c)(3) nonprofit organization that has served the community for over 27 years. For more information, please visit www.safehaven.org.

About Design-A-Thon Nashville

Design-A-Thon was launched in 2010 when founders Ian Rhett and Jessica Murray saw the creative talent that existed in Nashville and the potential to help provide much-need marketing resources to local nonprofit organizations. Nearly 30 of Nashville's most creative minds gather each year for a 24-hour design marathon. The volunteers provide website development, marketing strategy, collateral design and other creative services to a deserving nonprofit.

Rhett and Murray created the Design-A-Thon concept as an open source idea to encourage people across the globe to help their local nonprofit organizations by simply tapping the experience and goodwill of local creative professionals. To find out more about Nashville's Design-A-Thon, please visit GeekForGood.net.

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