



FOR IMMEDIATE RELEASE



PUBLIC CHOOSES THREE WINNERS IN 'THE POWER OF 10' ONLINE CONTEST FOR NON-PROFITS

Cancer Crusaders, Cat Care Society And Empower Playgrounds Each Collect More Than 25,000 Votes To Win Pro-Bono Service Packages From Cohn Marketing

DENVER, Jan. X, 2011 – Three non-profit organizations spanning from Utah to Louisiana will receive pro bono work from Cohn Marketing, an award-winning, integrated brand strategy agency, the Denver-based company announced today. As part of its philanthropic, 10-year anniversary initiative called “The Power of 10,” Cohn Marketing will work with Cancer Crusaders (New Orleans, La.), Cat Care Society (Denver, Colo.) and Empower Playgrounds (Provo, Utah) with their marketing communications efforts in 2011.

After soliciting nominations for worthy non-profit organizations at CohnPowerOf10.com beginning on Nov. 30, 2010, Cohn Marketing nearly tripled its target goal of 25 nominated organizations with 72 total in less than two weeks. The public was then asked to vote for the most deserving nominee between December 11 and 23, and the top three would receive pro-bono service packages from the Denver-based marketing agency.

With a total of 132,548 votes, “The Power of 10” surpassed all of Cohn Marketing’s goals and expectations of the program, with the top organization receiving more than 40,000 votes.

“We launched ‘The Power of 10’ to give back to the community that helped us sustain 10 years of operations at Cohn Marketing. With a challenging economic climate for non-profits, we were expecting a sizable response from the community, but we never anticipated this type of support and engagement,” said Jeff Cohn, CEO and chief brand strategist. “The three non-profits with the most votes – Cancer Crusaders, Cat Care Society and Empower Playgrounds – are all very deserving organizations, and we’re looking forward to advancing their missions in 2011.”

Cat Care Society (44,890 votes), Cancer Crusaders (44,244), and Empower Playgrounds (26,064) are all currently working with Cohn Marketing to identify areas of marketing needs, choosing between brains (strategy), beauty (design) and brawn (employee volunteering).

The Cat Care Society, located in Denver, Colo., operates a limited admission cage-free shelter for homeless and abused cats while providing community outreach programs to enrich the lives of people and cats. Cohn Marketing will assist Cat Care Society with promoting its new fundraiser, “Tales of the Painted Cats.”

“The Cat Care Society is doing amazing things to find homes for our cats, and we are so excited to be working with Cohn Marketing to help drive awareness about our fun and fresh fundraiser, ‘Tales of the Painted Cats,’” said Shari Shiffer-Kreiger, executive director. “The painted cats, which artists have been working on since the fall, will be ready to unveil in February, and we hope that with Cohn’s help we will achieve all of our fundraising goals.”

Cancer Crusaders, located in New Orleans, La., raises funds for the cancer centers at Tulane University and Louisiana State University Health Sciences Centers. It works to support research conducted locally by those to whom it directly relates and for whom it will ultimately provide



benefits. Cohn Marketing will assist Cancer Crusaders with developing its brand and identity to assist in future fundraising efforts.

“Cancer Crusaders has a tremendously supportive and active membership, but this opportunity gives us a real opportunity to develop our brand and enhance our marketing efforts to build even more awareness about what we do,” said Kathy Mitchell, former co-president of the organization. “We’re very grateful to be selected as one of the winners for ‘The Power of 10,’ and we thank Cohn Marketing for this opportunity.”

Empower Playgrounds, Inc., located in Provo, Utah, enhances education in rural Ghanaian schools by providing electricity-generating playground equipment, portable LED lanterns, and hands-on science kits and curriculum. Cohn Marketing will assist Empower Playgrounds with its messaging platform to promote its future fundraising and awareness efforts.

“Cohn Marketing’s ‘Power of 10’ gives us an opportunity to define some of our key messages for donors, stakeholders and the rest of our audiences,” said Ben Markham, founder of Empower Playgrounds. “Empower Playgrounds is doing some pretty amazing things in Ghana to support education and energy efforts for rural parts of the country. With Cohn’s help, we hope to be able to tell our story more effectively.”

About Cat Care Society

Founded in 1981 by Linda East, DVM and Lynn Rowe, Cat Care Society (CCS) is a nonprofit organization established to improve the quality of life for homeless, injured and abused cats in the Denver metropolitan area. The shelter provides a temporary refuge for up to 45 adult cats until an appropriate and permanent home can be found for each. Veterinary care, premium diet and human interaction are lovingly provided. Visit www.catcaresociety.org for more information.

About Cancer Crusaders

Cancer Crusaders, Inc. is a non-profit, all volunteer organization which has no administrative overhead and is not affiliated with any other cancer fundraising organization. Founded in 1976 and incorporated in 1978, Cancer Crusaders raises funds annually for the cancer centers at Tulane University and Louisiana State University Health Sciences Centers.

About Empower Playgrounds

Empower Playgrounds is a non-profit organization focused on improving educational opportunities in rural African villages by developing playground equipment that converts the energy of a children’s play into power for portable lighting. Visit www.empowerplaygrounds.org for more information.

About Cohn Marketing

Founded in 2001, Denver-based Cohn Marketing (www.cohnmarketing.com) offers brand development, marketing, public relations and interactive services to clients in emerging business-to-business categories, sustainability, food and beverage, real estate, retail and tourism.

Media Contact:

CJ Powell
Cohn Marketing
303-839-1415 x41
cj@cohnmarketing.com

###