



For Immediate Release

Contact: Lisa Chernick,
Executive Director
(312) 542-9073
lchernick@ama.org

2008 AMA Collegiate Chapter Community Service Grant Recipients

CHICAGO, IL – January 10, 2008 — “Marketing for a good cause” is the phrase the American Marketing Association Foundation (AMAF) uses to capture the spirit of its work. The “cause” often varies, particularly when the AMA Collegiate Chapters partner with nonprofit organizations to engage in community service work.

AMA Collegiate Chapter Community Service Grants are the means by which these partnerships take place. The Foundation awards grants, up to \$1,000, to support the community service of the Chapters while helping to strengthen the marketing capacity of nonprofits in their communities. Over the past eight years, the AMAF has awarded over 90 community service grants to Collegiate Chapters.

This year, the Foundation awarded 16 grants to AMA Collegiate Chapters to support nonprofit organizations and their respective causes through marketing. The recipient Chapters are from the following colleges and universities: Hofstra University, Lansing Community College, Northwood University, Pennsylvania State University, Rhode Island College, Robert Morris University, SUNY at Oneonta, Texas State University – San Marcos, University of Central Missouri, University of Cincinnati, University of Houston - Downtown, University of Michigan - Dearborn, University of Nevada, Las Vegas, University of South Florida, University of Tampa and University of Wisconsin – Whitewater.

Causes supported by these AMA Collegiate Chapter-nonprofit marketing partnerships include St. Jude Children’s Research Hospital, American Cancer Society and Ronald McDonald House Charities, to name a few. Two exceptional community service projects will be completed by the University of Wisconsin – Whitewater AMA and the University of Central Missouri AMA.

University of Wisconsin – Whitewater AMA is partnering with the Pediatric Low Grade Astrocytoma Foundation to help raise awareness for this form of childhood brain tumor. The goal of the marketing project is to generate five media mentions and raise \$5,000 in donations to help fight against this rare disease. Currently, research and treatments for this illness are limited due to low funding.

University of Central Missouri AMA will assist Big Brothers Big Sisters (BBBS) of Johnson County to effectively obtain and maintain volunteers to the BBBS program as “Bigs.” The Chapter will develop an Integrated Marketing Communications Plan and use the information to provide BBBS with an advertising campaign aimed at University of Central Missouri students. This will be an on-going collaboration with BBBS with hopes to raise the number of Bigs above and beyond the 35% projected from the initial project.

The AMAF would like to congratulate the 16 AMA Collegiate Chapter grant recipients for “marketing for a good cause.”

If you have any questions about AMA Collegiate Chapter Community Service Grants, please contact Jason Oleniczak, AMAF Programs Manager, at 312-542-9041 or joleniczak@ama.org. You may also visit the AMAF Web site for information about community service grants: http://www.themarketingfoundation.org/collegiate_community_service.html.