



**For Immediate Release**  
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**AMA & AMAF First-Ever Nonprofit Marketer of the Year Awards Presented to Jay Aldous of U.S. Fund for UNICEF and Kyle Zimmer of First Book**

**(CHICAGO, July 28, 2008)** – The American Marketing Association (AMA) and the American Marketing Association Foundation (AMAF) honored two nonprofit marketing leaders at its Nonprofit Marketing Conference in Washington, D.C. on July 15, 2008. Jay Aldous, U.S. Fund for UNICEF and Kyle Zimmer, First Book, were presented with the award in recognition of their extraordinary leadership and achievement in the field of nonprofit marketing.

**Jay Aldous** is Chief Marketing and Communications Officer for the U.S. Fund for UNICEF. He is responsible for marketing and communications within the United States and oversees the U.S. Fund's Ambassador Program, facilitating the relationships with celebrities and sports organizations. His most recent achievements include the innovative Tap Project, a UNICEF clean water effort where the U.S. Fund enlisted top advertising agencies to work together in promoting the project. The campaign generated more than one billion media impressions and won several advertising awards. Jay has also been heralded for his contributions in recognizing and building the brand power of UNICEF.

**Kyle Zimmer** is president and co-founder of First Book, an organization dedicated to ending illiteracy by delivering books to children in need. She is widely recognized as a thought leader and entrepreneur and has led First Book's growth, delivering more than 60 million books to children throughout the United States. Her most recent achievements include the launch of First Book Marketplace (FBMP), a revolutionary market outreach tool aggregating a new market of community-based literacy programs, granting them unprecedented access to high-quality children's books and educational materials at deeply discounted prices for the low-income families they serve. Kyle also spearheaded the recent opening of First Book's Canadian offices, expanding service to the over one million children in need of books in Canada.

Honorable mentions were also given to the following people for their achievements:

- William (Bill) Robert Gombeski, Jr., Director Strategic Marketing, UK HealthCare, University of Kentucky
- Carl E. Mitchell, President & CEO, Virginia Economic Bridge, Inc.
- Linda Smith, Chief Development Officer, Opportunity Village
- Douglas A. Staples, Senior Vice President, Strategic Marketing & Communications, March of Dimes Foundation
- Mike Tringale, Director of External Affairs, Asthma and Allergy Foundation of America
- David B. Waters, Executive Director, Community Servings, Inc.

This year, the AMA and AMAF created the Nonprofit Marketer of the Year Award by forming a coalition of thought leaders in the field of nonprofit marketing. The award was developed to increase awareness of and elevate the profession of Nonprofit Marketing as the industry continues to evolve.

The AMA/AMAF Nonprofit Marketer of the Year Award Planning Committee consisted of the below individuals and was chaired by Tom Abrahamson, Managing Director & Principal, Lipman Hearne and AMAF Board Chair and AMA Board member. The entire committee is as follows:

- Tom Abrahamson (Chair), Managing Director & Principal, Lipman Hearne
- Karen Bresson, Director, Marketing & Branding, Society of Actuaries
- Lisa Chernick, Executive Director, American Marketing Association Foundation
- Cynthia Currence, President and CEO, Currence & Associates
- Meme Drumwright, Associate Professor, Advertising, University of Texas at Austin
- Michelle Elster, Vice President, Rabin Research
- Rachel Hutchisson, Director, Corporate Relations & Philanthropy, Blackbaud
- John McIlquham, President, *The Nonprofit Times*
- Jason Oleniczak, Programs Manager, American Marketing Association Foundation
- Jeff Terry, Vice President, Cause Branding, Cone

It was this committee's task to determine the award eligibility, application process and selection criteria, and the benefits of the award.

With the help of *The Nonprofit Times* (award presenting sponsor), the AMA Foundation promoted the program and received more than 100 nominations for this important award. Winners and honorable mentions were selected by a six judge panel-consisting of members of the 2008 AMA Nonprofit Marketing Conference Committee and Advisory Council, Foundation board members and a representative from *The Nonprofit Times*--all of whom are leaders and experts in the field of nonprofit marketing. Judges rated nominees on three criteria: vision and leadership, strategy and results.

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### **About the American Marketing Association**

The American Marketing Association is the largest marketing association in North America. It is a professional association for individuals and organizations involved in the practice, teaching and study of marketing worldwide. It is also the source that marketers turn to every day to deepen their marketing expertise, elevate their careers, and, ultimately, achieve better results. American Marketing Association members are connected to a network of experienced marketers nearly 40,000 strong.

American Marketing Association offers highly acclaimed Training Series, professional conferences and Hot Topic events focused on the immediate needs of marketers, as well as trends shaping the future. American Marketing Association's website, [MarketingPower.com](http://MarketingPower.com), is the everyday connection to marketing data, articles, case studies, best practices and a robust job bank. Additionally, the American Marketing Association is the source for the field's top magazines and journals, including *Marketing News*. Through local and collegiate chapters, American Marketing Association members are connected with the best people and the best practices. [For more information on the American Marketing Association please visit www.marketingpower.com.](http://www.marketingpower.com)

American Marketing Association is also the creator of Mplanet™, the unparalleled industry event that brings together the world's most creative thinkers, including senior marketing executives, top academicians and other thought leaders, to share fresh insights, new concepts, the latest research and solutions for the most pressing marketing challenges and opportunities. Mplanet 2009 will take place in Orlando, Florida, January 26-28, 2009.

[For more information on Mplanet, please visit www.Mplanet2009.com.](http://www.Mplanet2009.com)

### **About the American Marketing Association Foundation**

The American Marketing Association Foundation's (AMAF) mission is to be an essential resource to nonprofits, helping them achieve greater success through effective marketing. As the nonprofit philanthropic arm of the American Marketing Association (AMA), the AMAF achieves this goal through support of nonprofit marketing conferences and other training initiatives, scholarships, research, online and electronic resources.

AMAF works in partnerships and other strategic collaborations with the AMA, AMA chapters, marketing practitioners and academics, and scores of voluntary and community organizations. The Foundation also champions and supports excellence in marketing and diversity in the marketing profession. [For additional information about the AMAF and its programs or to make a contribution, please visit www.themarketingfoundation.org.](http://www.themarketingfoundation.org)