



FOR IMMEDIATE RELEASE
June 15, 2010

CREATEATHON EVENT POISED TO HELP NON-PROFITS IN NEED

(Virginia Beach, VA) – Launch Interactive, a full-service interactive agency headquartered in Virginia Beach, invites non-profit organizations to submit applications for its involvement in the 2010 CreateAthon, scheduled for September 16, 2010. CreateAthon is a 24-hour blitz during which Launch Interactive provides marketing and creative services to non-profit organizations on a pro-bono basis. "We are excited to participate in this year's event and provide our services to non-profits in the Hampton Roads area," said Launch Interactive Creative Director Mel Williams.

Over the past 11 years, CreateAthon has provided services for over 1,100 of non-profit organizations totaling an estimated value of work at \$11 million dollars.

To apply, non-profits in the Hampton Roads area should fill out an application which can be found on the Launch Interactive website. For more information on CreateAthon itself, please visit <http://www.createathon.com/>

About Launch Interactive

Launch Interactive, a division of Meridian Group, is an Internet marketing firm that specializes in building branded user experiences on the Web for businesses. Launch builds engaging, results-oriented Web sites, landing pages, email-marketing programs, online advertising campaigns, search engine-marketing strategies and social marketing programs that help its clients meet their business goals. For more information, visit launchint.com.

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