



PRSSA CREATEATHON BIDS GO LIVE

NEW YORK (Oct. 4, 2016) — PRSSA is proud to announce that bid forms are now being accepted for Nationally Affiliated Student-run Firms interested in hosting a CreateAthon event in March 2017. CreateAthon is a 24-hour pro bono marathon during which participants stay up all night to develop campaigns that help nonprofit organizations meet specific public relations and advertising objectives. Interested firms should submit bid forms by Nov. 9 to Vice President of Professional Development Liz Skeele.

CreateAthon partners will select nonprofit organizations from their own communities and work with them to develop deliverables such as marketing, public relations and fundraising plans; creative materials in print, digital and broadcast formats; and more. PRSSA and CreateAthon are partnering for the first time to enable students the opportunity to learn more about nonprofit communications and to further develop their own skills in managing clients in a fast-paced environment.

For the inaugural year, three to five Nationally Affiliated Student-Run Firms will be selected to host the 24-hour event at their respective schools. However, the goal is to expand this opportunity to all PRSSA Chapters and firms as the partnership continues to grow. Selected firms will likely be announced later this fall.

CreateAthon was founded in 1998 by [Riggs Partners](#), a marketing consultancy in Columbia, South Carolina. It has grown from a single-market event to a 501(c)(3) organization that has attracted more than 100 marketing and communications firms, universities, corporations and professional clubs as official CreateAthon partners. Cumulatively, CreateAthon has helped more than 1,500 nonprofit organizations in the United States, Canada and the United Kingdom by delivering pro bono marketing projects valued at more than \$24 million.

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