



PRSSA SECURES PARTNERSHIP WITH CREATEATHON

NEW YORK (June 30, 2016) — The [Public Relations Society of America](#) (PRSSA) officially announced its newest partnership with [CreateAthon](#), an organization that provides pro bono opportunities to students and professionals during the PRSSA 2016 National Assembly in Austin, Texas.

CreateAthon is one of the marketing industry's leading pro bono programs. Marketing and communications firms, universities, corporations and professional clubs donate their time and talent by holding 24-hour marathons during which professionals and students develop communications strategies and creative materials that help nonprofit organizations meet specific marketing objectives. Deliverables take the form of branding initiatives: marketing, public relations and fundraising plans; creative materials in print, digital and broadcast formats; and more.

The PRSSA and CreateAthon partnership was voted into place by the [PRSSA 2015-2016 National Committee](#). The vision behind this partnership is to develop PRSSA members personally and professionally by uniting them under a common cause, and instilling in them the altruistic mindset that is an essential part of today's public relations professional. The creativity, organization and selfless leadership required to complete a CreateAthon marathon will not only develop critical skills in PRSSA Chapter and firm members, but harness those skills to create lasting social good. It will continue to develop in the hands of the incoming committee as well as Kelly Davis, APR, the [PRSSA National Professional Adviser](#).

In its first year, PRSSA will accept applications and select 3-5 of its top-tier [Nationally Affiliated Student-run Firms](#) to hold the CreateAthon marathons at their respective schools. As the partnership grows into an annual event, the goal is to expand this opportunity to all PRSSA Chapters and firms. Firms will be selected in the next few months to begin the process, and the first-ever PRSSA CreateAthon event will be held in spring 2017.

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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