



PRSSA CREATEATHON HOSTS SELECTED

NEW YORK (Jan. 19, 2018) – PRSSA is proud to announce that five Nationally-Affiliated Student-run Firms have been selected to host a CreateAthon marathon on their campus. Capstone Agency, Cardinal Communications, GrandPR, Boiler Communications and Central Communication Agency have been chosen as hosts for this upcoming spring. Applications to host CreateAthon marathons have more than doubled in the program's second year with PRSSA.

CreateAthon is a 24-hour marathon to develop a campaign for a nonprofit organization. Host schools will work with nonprofit organizations from their own communities to develop campaigns utilizing marketing techniques, public relations strategies, creative digital and broadcast tangibles; and more. PRSSA is pleased to work with the selected Nationally-Affiliated Student-run firms and their schools to continue growing CreateAthon as a national initiative.

“This is just one of the many benefits of being a PRSSA Nationally-Affiliated Student-run Firm,” Ashleigh Kathryn, vice president of professional development, said. “Many universities implement student-run agencies and firms, but PRSSA affiliation offers a competitive edge with new opportunities such as CreateAthon.”

The ultimate goal of PRSSA's partnership with CreateAthon is to have all PRSSA Chapters and student-run firms participate. This opportunity not only provides PRSSA with an outlet for its members, but the opportunity to give back to the community. Kelly Davis, National Professional Adviser, connected PRSSA with CreateAthon because of her experience working at the company itself.

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.

Nationally-Affiliated firms are the premiere firms of PRSSA. Though there are more than 100 Student-run Firms around the country operated by PRSSA Chapters, only those operating at the highest level are Nationally Affiliated. These firms have successfully gone through an application process to ensure the firm is strong in three areas: PRSSA/PRSA connection, a high level of professionalism and an effective structure.

About the Public Relations Student Society of America

The Public Relations Student Society of America (www.prssa.org) is the foremost organization for students interested in public relations and communications. Founded in 1968 by its parent organization, the Public Relations Society of America (PRSA), PRSSA includes more than 10,000 student members and advisers, and is active at more than 340 colleges and universities.

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