



For Immediate Release

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CREATIS HOLDS FOOD DRIVE FOR SECOND HARVEST HEARTLAND

Community food shelf dependence inspires Creatis to reach out

(Minneapolis – St. Paul) Creatis, Inc. completed a 14-day food drive for Second Harvest Heartland in an effort to collect non-perishable food items and household necessities for the Upper Midwest’s largest hunger-relief organization.

Second Harvest has a mission of ending hunger through community partnerships working with organizations to contribute to food shelves, soup kitchens, homeless shelters, senior centers and children’s after school programs. Food drive boxes were placed at various client sites with a goal of collecting a minimum of 300 items. Upon completion of the drive, over 600 non-perishable items were donated, as well as a \$375 contribution to Second Harvest. In turn, for every \$1 donated, this organization will distribute more than \$9 worth of grocery products to those in need in the Twin Cities.

“Recognizing community needs and following suit with events that contribute in those areas is something we’re very passionate about around here,” said Creatis President Chuck Swensson. “Hunger relief is just one of the ways in which we saw a way to express our altruistic spirit, and with the holiday season approaching, we wanted to take advantage of how easily interest in community support is stirred up. Because we have creatives in the entire Twin Cities area, we can not only generate interest for this food drive on a company-wide basis, but with the many clients we serve as well.”

As a complimentary volunteer initiative, 11 volunteers from Creatis assisted selling coffee mugs and handing out gift bags at CoffeeFest, an event held to raise money for Second Harvest in Calhoun Square. Over 1800 attendee’s bought \$9 coffee mugs to sample coffee and other treats from various local vendors. All of the proceeds were donated to Second Harvest Heartland.

About Creatis

Minneapolis-based Creatis is one of the largest local providers of integrated communications, marketing and creative services. Offering a seamless extension of a customer’s businesses through flexible, short- and long-term staffing, direct placement and customized outsourcing of projects and programs, Creatis is changing the way business manage creative and marketing services. www.creatis.com

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