



FOR IMMEDIATE RELEASE

August XX, 2011

Ad 2 Orlando Selects SafeHouse of Seminole for Public Service Campaign

Orlando, FL (August XX, 2011) – [Ad 2 Orlando](#) recently selected [Safehouse of Seminole](#) as the recipient of its 2011-2012 Public Service Campaign. Young professionals across Central Florida specializing in marketing, public relations, web and interactive design, media, and more will work alongside the non-profit to create, develop and execute a full-service campaign, completely free of charge.

[Safehouse of Seminole](#) is an emergency residential safe haven for women and their children fleeing domestic violence. During their stay, residents receive individual crisis counseling, case management, safety planning, emergency clothing and food, support groups, children’s services and personal advocacy. As the only certified domestic violence prevention and intervention agency in Seminole County, SafeHouse also partners with community sponsors, donors and volunteers in an effort to create a systemic change to end violence.

“We are thrilled to partner with Ad 2 Orlando and develop a fresh campaign that will promote our prevention and intervention initiatives,” said Jeanne Gold, CEO of Safehouse of Seminole. “Their support will help us continue to build a community of healthy, violence-free relationships and families across Central Florida.”

More than 60 non-profit organizations were considered for the 2011-2012 campaign.

In the past, Ad 2 Orlando’s Public Service Campaigns have helped build brands, increase visibility, organize marketing efforts and raise critical funds for the organization. Services include re-branding support, public relations, social media strategy, web site production, media placement and TV production – all of which are often valued at more than \$300,000. For more information, visit PublicService@Ad2Orlando.org.

About Ad 2 Orlando

Ad 2 Orlando is the young professionals division of the American Advertising Federation - Orlando. Membership is exclusive to individuals ages 18 to 32 and exists to address the needs of young people who are employed or interested in advertising, marketing, public relations, web/interactive design, event planning or social media. The organization empowers future leaders through education, leadership development and networking programs, while also mentoring students and providing advertising and public relations support to a non-profit organization in the community. Ad 2 Orlando is part of the Fourth District American Advertising Federation which includes all AAF clubs throughout Florida and the Caribbean. For more information, visit www.ad2orlando.org.

About SafeHouse of Seminole

Established in 1995, SafeHouse of Seminole provides a confidential shelter for victims of domestic violence and their children. During their stay, residents receive individual crisis counseling, support groups, case management, safety planning, emergency clothing and food, referrals to community resources, children’s services – including assessment and appropriate referrals – and personal advocacy. For more information, please call 407-302-5220 or visit www.safehouseofseminole.org. A 24-hour crisis hotline is available at 407-330-3933.

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