

**For immediate release:** April 17, 2018

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**Three Muncie nonprofits powered by Cardinal Communications through 24-hour pro bono event**

MUNCIE, Ind. — Cardinal Communications, Ball State's award-winning, student-run communications agency hosted its second CreateAthon event from 8 a.m. on Friday, April 6, to 8 a.m. on Saturday, April 7 in the Holden Strategic Communications Center on Ball State University's campus.

Cardinal Communications teams were assigned to one of three local nonprofit clients, including Hillcroft Services, Inc., Project Purse Indianapolis and the Back to School Teachers Store. Twenty-four hours of research, planning, creating and evaluating followed to accomplish each of the clients' specific requests.

Volunteers completed strategic communications plans, social media audits, social media content calendars, social media campaigns and infographics in addition to hours of research. The event culminated with client presentations in which each nonprofit representative sat down with their respective teams to learn what content was created and how it will benefit the organization, as well as how to directly implement it. Members honed their skills as well as learned new ones from faculty mentors like Dr. Debbie Davis and senior Cardinal Communications leaders.

"CreateAthon is one more way that Cardinal Communications members can give back to the community and gain valuable experience at the same time," said Dr. Debbie Davis, ABC, APR, Fellow PRSA, assistant professor and agency adviser. "For more than 40 years, students have helped nonprofits achieve their communication goals. This allows students to do the same, but in a compressed time frame."

CreateAthon is a world-wide event with a mission to change the world by providing free public relations, marketing and advertising solutions to nonprofits. Cardinal Communications

participated as one of five Public Relations Student Society of America (PRSSA) nationally-affiliated, student-run firms selected by PRSSA National in conjunction with CreateAthon.

In Cardinal Communications' first year of hosting CreateAthon, the agency donated more than \$18,000 worth of services to three local nonprofits ranging from social media content, graphic design to strategic communications plans. The agency stayed consistent with their donations and produced over \$18,000 worth of similar services this year, too.

For more than 40 years, Cardinal Communications has served the Muncie community with pro bono work for more than 20 local clients. Last year, the agency was ecstatic to pioneer the first CreateAthon at Ball State. This year, students powered local nonprofits with their talents. CreateAthon offers an excellent opportunity to give back to the Muncie community, that has consistently fueled Cardinal Communications to grow and flourish with hands-on, real-world projects.

For more information about CreateAthon, visit <http://createathon.org/>. To learn more about Cardinal Communications' CreateAthon event, contact Melissa Kraman at [mmkraman@bsu.edu](mailto:mmkraman@bsu.edu) or 630-880-6916.

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*Cardinal Communications is a student-run, creative communications agency at Ball State University housed in the Holden Strategic Communications Center. With more than 20 clients and 75 members, our award-winning organization creates high quality work for real-world clients in an environment that cultivates learning experiences.*