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FOR IMMEDIATE RELEASE
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**Coalesce Announces Winner and Beneficiating Charity
of its Holiday Spirit Drawing**

APPLETON, Wis. – Coalesce, Inc., a strategic marketing and communications agency in Appleton, is pleased to announce Jim Bott from FulfillNet, Inc. as the winner of its holiday spirit non-profit organization drawing, a campaign aimed to provide recognition to local non-profits around the holiday season and the importance of giving back to our communities. Coalesce awarded Bott \$500 to be donated to the non-profit organization of his choice; Goodwill Industries was selected as the beneficiating charity.

The promotion was communicated through a locally-placed print ad, as well as through a direct mail piece to agency clients featuring a QR (Quick Response) code; upon scanning the code with a smart phone QR code reader, participants were automatically directed to a promotional web page where they were prompted to enter their contact information and the charity of their choosing. The winner was selected based on a random drawing.

“Our local non-profits enhance our community all year long,” said Lisa Piikkila, co-owner of Coalesce, “and what better way to celebrate those efforts than by demonstrating the spirit of giving this holiday season.”

Goodwill Industries will use the funds to support its various programs in the New North region.

“The more I learn about Goodwill, I’m not only impressed by the work it does within our communities, but also how the organization reaches out to support so many other non-profits in our area,” says Bott. “Goodwill truly demonstrates a culture of collaboration.”

About Coalesce, Inc.

Founded in 2004 by owners Michelle Richard and Lisa Piikkila, Coalesce, Inc. provides a full range of strategic marketing and communications services to client businesses and organizations.

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