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FOR IMMEDIATE RELEASE
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**Coalesce Announces Winner and Beneficiating Charity
of its Compassion Project Promotion Contest**

APPLETON, Wis. – Coalesce, Inc., a strategic marketing and communications agency in Appleton, is pleased to announce Frank Pavlica of SCA Tissue as the winner of its Appleton Compassion Project promotional contest, an online activity designed to highlight the Appleton Compassion Project as a valuable community art project, as well as Coalesce's involvement in the effort. Coalesce awarded Pavlica \$500 of agency services to be provided to the non-profit organization of his choice; Best Friends of Neenah-Menasha was selected as the beneficiating charity.

The promotion was communicated through an ad Coalesce placed in *Fox Cities Business* 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 match each of eight compassion plaques to the Coalesce employee who they believed to be the artist. The winner was selected based on the number of most correctly matched plaques to the Coalesce employee.

"As an agency, we were excited to participate in the very effort we were helping to promote," says Lisa Piikkila, co-owner and creative director for Coalesce. "Much like the K-12 school students who participated in the project, each Coalesce team member drew, painted or constructed their own rendition of what compassion means to them."

Continues Piikkila, "Now, through our agency contest, our team is excited to donate services to another local non-profit organization by exemplifying the very spirit of compassion."

Over the past year, Coalesce has provided public relations and design services for the Appleton Compassion Project, including designing the logo and website: www.appletoncompassion.org.

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.

About the Appleton Compassion Project

The Appleton Compassion Project is a community art project involving 10,436 Appleton Area School District K-12 art students. In fall 2010, participating students received a 6-inch-by-6-inch art panel to draw or paint their idea of compassion. The inspiration behind the project came from Richard Davidson, PhD – a University of Wisconsin-Madison psychology and psychiatry professor and brain investigator who discovered that those who practice compassion have measurably healthier brains, and generally, a happier outlook on life.

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