



News Release

FOR IMMEDIATE RELEASE

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Miami Lighthouse to Participate in University of Miami PhilADthropy Event

Complimentary Advertising and Design Services Offered to Thirteen Local Non-profits

MIAMI (Feb. 16, 2011) – The Miami Lighthouse for the Blind has been selected to partake in PhilADthropy, a 25-hour marathon event hosted annually by the University of Miami Advertising Program. During the event, student volunteers provide free advertising and creative services to South Florida non-profit organizations.

“The Miami Lighthouse plans to utilize this opportunity to direct the launch of our new website in coordination with our 80th anniversary,” said Cameron Sisser, Manager of External Relations. “The hope is that the students will develop a strategy to increase traffic to the new website.”

PhilADthropy begins with a luncheon at 11 a.m. on Feb. 18, during which representatives from the Miami Lighthouse and other participating organizations meet with students to discuss goals and conceptualize ideas. The students then work in small teams to produce advertising and design materials for their respective clients. Final projects are presented to non-profits on Saturday, Feb. 19. The ultimate goal of PhilADthropy is to help as many local non-profits as possible within 25-hours in order to positively impact the South Florida community.

Other organizations participating in PhilADthropy 2011 include: 600 Million Stray Dogs Need You; Art Studio, Inc.; Big Brothers/Big Sisters of Greater Miami; Community Partnership for Homeless; Environmental Coalition of Miami and the Beaches; Families of Spinal Muscular

Atrophy, South Florida Chapter; Food for the Poor; Lupus Foundation of America, South East Florida Chapter; Miami Lighthouse for the Blind; Neighbors 4 Neighbors; PanZOu Project, Inc.; Sails for Sustenance; South Miami Drug Free Coalition; Un Techo Para Mi Pais; and Women's Fund, Miami Dade Chapter.

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MIAMI LIGHTHOUSE MISSION STATEMENT:

*To provide vision rehabilitation
and eye health services
that promote independence,
to educate professionals,
and to conduct research in related fields.*