

PRESS RELEASE
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HeidiTown.com launches a new campaign to help Colorado nonprofits by providing free sponsorship advertising space.

Loveland, CO January 24, 2012 – HeidiTown.com, a blog about events, festivals and travel around Colorado, has launched a new program to help Colorado-based nonprofits.

Heidi Kerr-Schlaefer is the founder of HeidiTown.com, and works as a freelance writer. This job has given her the opportunity to write about many Colorado nonprofits, such as the Rocky Mountain Raptor Society, Den kai Animal Sanctuary, Longhopes Donkey Shelter and Berthoud Habitat for Humanity, just to name a few.

“I love being assigned these articles because I get to learn about the nonprofit and help them spread the word about what they are doing,” said Kerr-Schlaefer.

“This past year I joined People with Compassion for Pets, a giving circle. This has opened my eyes to the fact that every little bit counts and that it is possible to have a positive impact on the world around us. I began thinking of other small ways I could give back, and realized that HeidiTown.com could help,” she said.

Starting in February, HeidiTown.com is going to give back this year by offering a different Colorado-based nonprofit free advertising space each month.

The monthly nonprofit logo will appear on all the blog’s Festivals and Events pages and on the Visitors Center page. HeidiTown.com will also promote this charity all month via social media channels such as Twitter, Facebook, Google Plus, and LinkedIN.

HeidiTown.com is about “stuff the Mayor likes,” so Kerr-Schlaefer will choose each nonprofit herself, but she’s also taking suggestions. The nonprofit will be asked/notified prior to their logo appearing on HeidiTown.com.

For further information on the subject matter of this press release, please email TheMayor@HeidiTown.com or call (970) 213-2354.