



## Cause Marketing Night 2011 Media Kit Promotional Text

**Please Note:** We encourage authenticity. The intent of this guide is to provide a starting point for your own words and opinions.

Please add these to your website, emails, and marketing materials and personalize as you see fit.

### Event Details

**What:** Speaker event and charity art auction  
**Who:** Ad 2 San Diego and local artists to benefit My Girlfriend's Closet:  
<http://www.mygirlfriendscloset.info/>  
**When:** November 17th, 2011 from 6:00-9:00 PM  
**Where:** Fashion Institute of Design and Merchandising  
350 Tenth Avenue, 3rd Floor  
San Diego, CA 92101  
**Hashtag:** #ad2sdcause

### Promotional Text – Sponsors

We have partnered with Ad 2 San Diego to present Cause Marketing Night 2011. This event will be held Thursday, November 17, 2011 6pm – 9pm at the Fashion Institute of Design and Merchandising San Diego Campus.

Cause Marketing Night 2011 is Ad 2 San Diego's fundraising event for their public service client, My Girlfriend's Closet. The event will feature a Canvas Art Auction and guest speaker Brian P. Hawkins, co-founder and Vice President of Catalyst Marketing, Inc.

Over 20 paintings by San Diego's top agencies and companies have been generously donated and will be auctioned in the evening. Proceeds from the event will be used to help My Girlfriend's Closet provide gently used clothing, shoes and accessories to distribute to foster, homeless and disadvantaged teenage girls.

Please join us Thursday, November 17, 2011 and RSVP today at <http://www.ad2sd.com/ad-2-san-diego-presents-cause-marketing-night-2011/>.



### Promotional Text – Generic

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