

## **48IN48 RETURNS TO NEW YORK TO BUILD 48 WEBSITES FOR NONPROFITS IN 48 HOURS**

*From Oct. 12-14, 2018, Digital Professionals Come Together to Help the Helpers in New York*

NEW YORK (October ##, 2018) – 48in48 Presented By Delta Air Lines - Over the course of 48 hours (Oct. 12-14), volunteers from across New York will come together to build websites and provide digital marketing services for free for local nonprofits.

The New York event will be the third consecutive year that 48in48, Presented by Delta Air Lines, has provided much-needed services to local nonprofits. Without this event, many of the participating nonprofits would be unable to afford the high quality professional website and digital marketing tools provided by the skilled 48in48 volunteers. Participating nonprofits use their new attractive and engaging websites to extend their reach and do more good in the world.

“We believe in helping the helpers. Nonprofits are so busy doing good that they struggle to find the time and resources to market their efforts,” said Jeff, co-founder of 48in48. “We have found that our colleagues want to use their knowledge to support causes they believe in. We created 48in48 to give digital professionals the platform to help nonprofits in their communities.”

Volunteers will provide skilled support over the course of 48 hours to create websites for nonprofits and provide digital marketing support such as blog resources, logos, design services, content writing, and training opportunities. A few of the 48 nonprofits participating in this year’s New York event include People Feeding People, Healing of Memories, Saving Mothers, and Play Rugby USA.

### **Interview/Photo/Video Opportunities**

Prior to and during the event 48in48’s co-founders, Jeff Hilimire of Dragon Army and Adam Walker of Sideways8, along with 48in48 staff and volunteers will be available for interviews. Media contacts will be on site to assist with photography and video needs. Day-of media contacts can also assist with nonprofit, sponsor and speaker interview opportunities when available.

New York’s 48in48 Weekend Schedule Includes:

*Friday, October 12, 2018*

- 7 p.m. Kick-Off at IBM iX Studio (19 Union Square W)
- Shots and interviews available throughout the night with co-founders, staff, and volunteers

*Saturday, October 13, 2018*

- 12 p.m. Nonprofit meetings with website teams (interviews available with nonprofits)
- 1 pm. Snack and Learns where nonprofits gain valuable digital marketing skills
- Shots and interviews available throughout the day with co-founders, staff, and volunteers

*Sunday, October 14, 2018*

- 6 p.m. Winners announcement for best website design and UX
- Shots and interviews available throughout the day with co-founders, staff, sponsors, and volunteers

### **48in48’s Impact**

With the combined efforts of 2,600 dedicated volunteers across seven cities, 48in48 has built over 600 nonprofit websites since 2015 - providing more than \$19 million dollars in value. Those are the numbers.

Here are the real results. Click here for featured websites built by 48in48:  
<https://48in48.org/featured-sites/>.

### **Get Involved**

Learn how you can get involved and be a part of the journey as 48in48 hosts events in Atlanta, New York, and London this fall: [48in48.org](https://48in48.org). Stay up to date with 48in48 news including dates for 2019 events on [Facebook](#), [Twitter](#) or [Instagram](#).

### **48in48 Sponsors**

48in48 would not be possible without the generous contributions of our sponsors. 48in48 is a simple way to support a broad range of causes with a single investment. Our sponsors can identify a cause or support our effort to empower local nonprofits in any 48in48 event city. 48in48 is presented by Delta Air Lines with additional support in New York from 360i, Slalom, DMCNY, IBM, Definition6, and Digitas.

### **About 48in48:**

48in48 is a 501c3 social entrepreneurship organization. We bring marketing professionals together to create websites and digital materials to help nonprofits extend their impact. In 2015, Jeff Hilimire of Dragon Army and Adam Walker of Sideways8 recruited 150 volunteers in Atlanta to build websites for 48 nonprofits in 48 hours. Since then, the organization has generated millions in value worth of websites, logos, and marketing support to strengthen an ever-growing list of local communities across the globe. Learn more at [48in48.org](https://48in48.org).

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### **48in48 Media Contacts:**

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