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FOR IMMEDIATE RELEASE

48in48 Announces Delta Air Lines as 2017 Presenting Sponsor

Bringing marketing and technology to nonprofits across the country

ATLANTA, (February 10, 2017) – [48in48](#), proudly announces Atlanta-based Delta Air Lines as the 2017 National Presenting Sponsor. Delta, previously a Gold sponsor for the organization, will assist 48in48 in bringing marketing and technology to local nonprofits across the U.S. by building new websites for nonprofits and a national nonprofit conference on marketing education.

“We are excited to assist non-profits from coast to coast through our partnership with 48in48,” said Tad Hutcheson, Delta’s Managing Director of Community Affairs. “Through this unique organization, Delta is able to help support entrepreneurs and smaller non-profit organizations create their personal brand and develop a website they will be able to use for years to come,”

“We are excited to have Delta Air Lines on board as this year’s presenting sponsor for 48in48,” said Jeff Hilimire, Co-Founder of 48in48 and CEO of Dragon Army. “With Delta’s continuous support of our mission, we are able to build free websites for 48 nonprofits in four cities, and also provide marketing education to nonprofits with the addition of our bi-annual Nonprofit Digital Conference.”

With this support in 2017, 48in48 strives to reach a maximum number of nonprofit organizations by hosting a digital conference geared toward marketing education including strategy, tools and social media. This conference will happen twice a year, augmenting the 48in48 hackathon style events in four cities: Minneapolis, Boston, Atlanta, and New York. Thanks to the professional digital skills of 200 volunteers from each local community, each participating nonprofit receives \$25,000 of value. In combination with the digital conference this year, the total value of the marketing education and services delivered by 48in48 will exceed \$6 million.

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About Delta Air Lines

Delta Air Lines serves nearly 180 million customers each year. In 2016, Delta was named to Fortune’s top 50 Most Admired Companies in addition to being named the most admired airline for the fifth time in six

years. Additionally, Delta has ranked No.1 in the Business Travel News Annual Airline survey for an unprecedented six consecutive years. With an industry-leading [global network](#), Delta and the [Delta Connection](#) carriers offer service to 323 destinations in 57 countries on six continents. Headquartered in Atlanta, Delta employs more than 80,000 employees worldwide and operates a mainline fleet of more than 800 aircraft. The airline is a founding member of the [SkyTeam](#) global alliance and participates in the industry's leading transatlantic [joint venture](#) with [Air France-KLM](#) and [Alitalia](#) as well as a joint venture with [Virgin Atlantic](#). Including its worldwide alliance partners, Delta offers customers more than 15,000 daily flights, with key hubs and markets including [Amsterdam](#), [Atlanta](#), [Boston](#), [Detroit](#), [Los Angeles](#), [Minneapolis/St. Paul](#), [New York-JFK and LaGuardia](#), [London-Heathrow](#), [Paris-Charles de Gaulle](#), [Salt Lake City](#), [Seattle](#) and [Tokyo-Narita](#). Delta has invested billions of dollars in airport facilities, global products and services, and technology to enhance the customer experience in the air and on the ground. Additional information is available on the [Delta News Hub](#), as well as [delta.com](#), Twitter [@DeltaNewsHub](#), [Google.com/+Delta](#), and [Facebook.com/delta](#).

About 48in48

48in48 was created when founders, Jeff Hilimire and Adam Walker recognized that nonprofits spend all of their time doing good, not looking good and imagined how much more they could do if they looked good as well. The need for organizations to have a digital footprint continues to skyrocket. For nonprofits, websites and basic marketing education can help them connect with volunteers and donors in a more effective way, driving participation, support, awareness and fundraising. 48in48 seeks highly skilled marketers and digital agencies to tell the story of each nonprofit via the digital space and ultimately elevate the effectiveness of each nonprofit's mission.

For more information, please contact info@48in48.org.

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