

INAUGURAL 48IN48 IN THE TRIANGLE BUILT 48 WEBSITES FOR 48 NONPROFITS

Presented by Delta Air Lines & Hosted by Google Fiber

Local Digital Professionals Volunteer to make a BIG Impact on the Triangle's Nonprofits

Durham, NC. (April 30, 2018) – This year, 48in48 is expanding our efforts to give nonprofits new websites in cities across the world including Atlanta, Boston, London, New York and the Research Triangle. We have turned what was originally a 48-hour social entrepreneurial experiment into a global catalyst for marketing and technology volunteerism.

For the first time since our launch in 2015, the 48-hour event was held in North Carolina. The event, which generated \$1.5 million of impact to local nonprofits, took place in the American Underground Coworking Space in downtown Durham. Its success is due to the support of countless volunteers and incredible sponsors like our presenting sponsor Delta Air Lines and our hosting sponsor Google Fiber.

We thank Delta Air Lines and Google Fiber for believing in our commitment to *helping the helpers*. Their support has helped build websites for 47 nonprofits and to teach nonprofits to use their website and digital marketing to have a greater impact on their community. Each nonprofit is involved in the production process and provided education at every phase, equipping them to reach their desired audience and become an even stronger catalyst for the change they envision.

The success of 48in48 depends on local digital professionals who sign up as individuals or in teams to volunteer! For the inaugural event in the Research Triangle, volunteers registered from IBM, RedHat, Fidelity, Cisco, Siemens, and more!

48in48 as a Skills-Based Volunteer Experience

“Being a volunteer at 48in48 was a phenomenal opportunity to work with amazing people in my own community with diverse skills yet the exact skills to come together in such a short amount of time to get their new website published. A website is such a stressful topic for those who don’t know how... Hearing the gratitude from our nonprofits nearly made me cry!” (Anna Campbell, Digital Marketing volunteer at 48in48RDU)

Check out some of the new websites created in just 48 hours for local nonprofits:

[CMS Raleigh](#)

[Epilepsy Association NC](#)

[Heritage Farm Foundation](#)

Presenting Sponsor, Delta Air Lines

“At Delta Air Lines, we love supporting 48in48. It’s a perfect intersection for the tech community to come together to build websites for nonprofits.” said Tad Hutcheson, Delta’s Managing Director of Community Affairs and 48in48 Atlanta Judge “They’re doing good, and now 48in48 is making them look good. So it’s a perfect place for Delta Air Lines. We encourage others to get involved as well.” ([Sponsor Video](#))

**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.