

48IN48 CELEBRATES THE BIG GAME WITH \$1.5M OF BIG IMPACT

Jan 25-27 Super Service Event Provides Free Digital Marketing to Atlanta Nonprofits

Atlanta, Ga. (January 25-27, 2019) – 48in48 kicks off 2019 with a signature 48-hour Super Service event, Presented by Delta Air Lines. The inaugural event will take place in our hometown of Atlanta the weekend prior to the Big Game. 48in48 is celebrating this exciting event happening in our city by mobilizing marketing and technology professionals to serve nonprofits in the community by building 48 nonprofit websites in 48 hours. The Super Service event will be held at and hosted by Atlanta Tech Village on January 25-27, 2019, and is sponsored by State Farm and LexisNexis.

The 48in48 Super Service event, Presented by Delta Air Lines is focused on supporting high impact areas for the Big Game’s host city as well as sports-related charitable initiatives. This Atlanta event marks the fifth consecutive year that 48in48 has provided much-needed services to local nonprofits, bringing the collective impact in the city to nearly \$8 million.

As an outcome of the Super Service event, participating nonprofits will benefit from \$25,000 worth of high-quality professional websites and digital marketing tools, all donated by skilled 48in48 marketing and technology volunteers. Participating nonprofits are empowered with the tools they need to be more successful in achieving their mission and to nurture valuable relationships with those they serve and those who support their efforts.

“We believe in improving society through skills based volunteerism, education, and service, and we do it using the heart and talent of marketing and technology professionals,” said Adam Walker, co-founder of 48in48. “To get involved, visit 48in48.org/SuperService/,” stated Walker.

Individual and team volunteers will provide skilled support over the course of 48 hours. In addition to creating websites, they will provide needed digital marketing support in the form of social media training, blog resources, logos, design services, content writing, and learning opportunities. A few of the 48 nonprofits participating in this year’s Super Service event include the Ovie Mughelli Foundation, Atlanta Autism Consortium, and Future Foundation.

48in48’s Impact

With the combined efforts of 2,600 dedicated volunteers across seven cities, 48in48 has built more than 700 nonprofit websites since 2015. The total impact to date exceeds \$19 million. Click here for featured websites built by 48in48: <https://48in48.org/featured-sites/>.

About 48in48

48in48 is a 501c3 organization, our mission is to mobilize marketing and technology volunteers to serve nonprofits worldwide. 48in48 signature events empower nonprofit organizations with tools they need to be more successful in achieving their mission by building 48 nonprofit websites in 48 hours. By 2025, 48in48 will simultaneously execute 48 annual signature events, in 48 cities worldwide; mobilizing 10,000 volunteers, serving 2,300 nonprofits and achieving \$75m of impact in 48 hours. Visit 48in48.org to get involved.

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