

DIGITAS

Contact:
Susan LaRosa
Director of Marketing &
Communications
Henry Street Settlement
+1-212-766-9200 x257
SLaRosa@henrystreet.org

Contact:
Julie Gomstyn
Corporate Communications
Digitas
+1 617-369-8020
Julie.Gomstyn@digitas.com

MORE THAN 600 DIGITAS NEW YORK EMPLOYEES LEND HELP TO HENRY STREET SETTLEMENT

Digitas Donated Over \$2 Million in Sweat Equity in 2010

NEW YORK - August 3, 2011 - The Lower East Side of Manhattan was revamped today as more than 600 employees from the New York office of [Digitas](#), the top global integrated brand agency, and its health marketing brand [Digitas Health](#), descended upon the neighborhood to renovate and refurbish nine Henry Street Settlement facilities serving children and adults. Henry Street is one of the oldest and most venerable social services organizations in New York City, serving 50,000 residents from 17 locations throughout the community.

Digitas has an unshakeable commitment to community service and its offices across North America have taken part in Community Service Day (CSD) since the agency's inception. In 2010 alone, Digitas dedicated over \$2 million in sweat equity to volunteer efforts and pro bono work. Today, Digitas raised the 2011 count with an "all hands on deck" workday with Henry Street.

"Time and effort are as valuable as money and our corporate sponsors at Digitas bring all three to the table," said David Garza, Executive Director of Henry Street. "This comprehensive approach increases the value of their volunteer effort exponentially. Their generosity allows us to continue to provide our essential programs more effectively, programs which have an enormous impact in our community and the city at large."

"Community Service Day is crucial to the culture of Digitas and represents our philosophy of helping create massive transformation - not just for our clients but for communities in need," said Joanne Zaiac, President, Digitas New York Region. "We maintain partnerships with several local organizations and chose to work with Henry Street this year to support their efforts to develop a dynamic community through diverse initiatives such as supportive and transitional housing to youth and senior development. It is an honor to help revitalize the community Henry Street serves with our time and dedication to progressive community-building."

Digitas' commitment to community service is built on year-round partnerships and the company looks to continually partner with Henry Street. To date, Digitas has volunteered at the women's continuing education class to assist the women with interview training and

resume tips, and will continue to provide service opportunities to its employees and deliver benefit to the organization for the rest of 2011.

Today's CSD New York project with Henry Street Settlement spanned across nine locations and included:

- **Uplifting murals.** Captivating murals on the walls of the Abrons Arts Center, Helen's House shelter, the Youth Services building and the Good Companions Senior Center designed by Digitas volunteers that feature inspirational images and quotes from community members.
- **Building beautification.** Installation of new storage facilities, new furniture and carpeting at Helen's House and the Youth Services building.
- **Refurbished facilities.** Digitas volunteers also rejuvenated bathrooms and kitchens at the Youth Services building and the Urban Family Center shelter.
- **Garden makeover.** Greenery and flowers planted in addition to restoration of landscape areas and installation of sprinkler system.
- **Fun activities.** Digitas volunteers spent quality time with the community members that Henry Street serves through various children and senior activities for the day.



Photo by Jonathan Snipes

For more information about Digitas, please visit www.digitas.com. For more background on Henry Street Settlement, please visit www.henrystreet.org.

About Digitas

Digitas, the top global integrated brand agency, builds active brands for some of the foremost companies in the world. With a deep understanding of their client's customer's passions and behaviors, the agency combines media creativity, technology, creativity, analytics to ignite emotional bonds between people and brands. Digitas counts Agency of the Year honors from the Festival of Media, OMMA Magazine, Promo Magazine, BtoB Magazine, and Les Agences de l'Année, France, and has been named to the Advertising Age Digital A-List among its many awards.

Digitas also operates the brand content platform, The Third Act:, producers of first and most well renowned event on digital content, The NewFront; the healthcare marketing brand, Digitas Health; and, Prodigious Worldwide, the world's only standalone, global digital productions company.

With sister agencies Starcom MediaVest, ZenithOptimedia, Denuo and Razorfish, Digitas is a member of Publicis Groupe's VivaKi—a global digital knowledge and resource center that leverages the combined scale of the autonomous operations of its members to develop new services, new tools, and new partnerships.

Publicis Groupe [listed on the Euronext Paris Exchange - FR0000130577 - and part of the CAC 40 index] is the world's third largest communications group. With activities spanning 104 countries on five continents, Publicis Groupe offers local and international clients a complete range of advertising services. Web site: www.publicisgroupe.com

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About Henry Street

Founded in 1893 on the Lower East Side of Manhattan by Progressive reformer Lillian Wald, Henry Street today services more than 50,000 New Yorkers through social services, arts and health care programs. Henry Street Settlement has pioneered community-based approaches to promoting the health and well being of imperiled families. Distinguished by a profound connection to its neighbors, a willingness to address new problems with swift and innovative solutions, and a strong record of accomplishment, Henry Street Settlement challenges the effects of urban poverty by helping families achieve better lives for themselves and their children.

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