

DIGITAS



Contact:
Nicole Lawler
Corporate Communications
+1 617-867-1747
Nicole.Lawler@digitas.com

DIGITAS STAMFORD REVITALIZES THE BOYS & GIRLS CLUB OF STAMFORD IMPACTING 1200+ YOUTHS

Digitas Office Closes its Doors for Full Staff to Volunteer

STAMFORD - October 22, 2010 - [Digitas](#) Stamford is joining forces with the [Boys & Girls Club of Stamford](#) (BGCS) to positively impact and inspire the community's youth. Employees from the integrated brand agency will show off their close teamwork and innovative skills to complete a number of service projects including inspirational murals.

"The BGCS strives to help children reach their full potential, but we cannot achieve this without the proper facilities," said Dr. Michael Cotela, BGCS Executive Director. "The extensive renovations that Digitas Stamford is driving will have a tremendous impact on every one of our 1200 children."

Volunteers are excited to join BGCS in:

- > Landscaping, including the addition on new shrubs and perennials
- > Painting dynamic murals designed by the volunteers to energize eager minds
- > Building new bookshelves and custom woodworking to enhance reading and writing areas
- > Freshening the computer lab to inspire new ideas

"Working with the BGCS is a great opportunity for our staff to unite outside the office and put our energy and creativity to the good of something bigger than us," said Kenneth Parks EVP/Managing Director. "Together we can refurbish existing facilities that will ultimately help the BCGA achieve its mission—to assist young people in their academic, social, athletic and cultural pursuits."

"Community Service Day is an essential part of our agency culture," said Joanne Zaiac, President, Digitas New York-Stamford-Atlanta Region. "Our culture is based on inspiration and we're honored to bring that spirit to the BGCS."

Community Service Day is a powerful example of what can be accomplished when a company's employees work together for a common cause. Also this week, Digitas Atlanta teamed up with The Bridge facility. In addition to Community Service Days throughout Digitas' North American offices, employees also give generously of their time and abilities for other initiatives including the [Miami Ad School program](#) and Volunteer Day with [Chicago's Off the Street Club](#).

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 its clients' customers, the agency combines media, technology, creativity and analytics to ignite emotional bonds between people and brands. Among its many awards, 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.

Digitas also operates the brand content platform The Third Act:, producers of the first and most renowned event on digital content, Digital Content 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 [Euronext Paris: FR0000130577] is the world's third-largest communications group. In addition, it is ranked as the world's second-largest media counsel and buying group, and is the first global network in digital and healthcare communications. With activities spanning 104 countries on five continents, the Groupe employs approximately 45,000 professionals.

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About The Boys and Girls Club of Stamford

The Boys & Girls Club of Stamford is a dedicated youth facility providing after school activities and youth development services to the youth of Stamford, Connecticut since 1927. Serving more than 1,500 disadvantaged children, ages 6-18, and offering programs and services that promote and enhance their development, the Boys and Girls Club Stamford inspires confidence, a sense of competence, usefulness, belonging and influence in a Positive Place for Kids. Its mission is to enable all children to reach their full potential as productive, caring and responsible citizens. <http://www.bgcastamford.org/>

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