



**For Immediate Release**

Contact Drew Mangione, Director of Development

## **Watertown Urban Mission, Media Sponsors Issue “Pin Up” Challenge \$6k Ad Incentive Offered to Restaurants, Bars for Campaign Support**

*Media Organizations Donate Advertising Packages to Generate Support for Urban Mission Campaign Establishment that Raises the Most Money in Support of Mission: Possible Wins Multimedia Package*

WATERTOWN (May 17, 2013) – The Watertown Urban Mission, together with the Watertown Daily Times, Tunes 92.5, Stephens Media Group, Community Broadcasters and My ABC 50, announced today that Jefferson County restaurants and bars can win an advertising package valued at nearly \$6,000 for raising the most money in support of the Mission: Possible capital campaign.

“We are so grateful for the generosity of our friends in the local media,” said Erika Flint, executive director. “Time and time again, our media partners show their support for helping neighbors in need and this is yet another example. We look forward to seeing our ‘pin ups’ in establishments across Jefferson County raising money and creating publicity for the capital campaign as we strive to reach our goal of \$2 million.”

The “Pin ups” feature the Mission: Possible logo and the public campaign’s theme of “Be a Star in Your Community.” Individual patrons, employees, and the establishment itself can make donations of at least \$1, but with no limit, to put their name on a card and have it displayed to demonstrate their support for the Capital Campaign. The total dollars raised by a participating establishment from Friday, May 24 through Sunday, June 30, will dictate the winner, not the number of pin ups sold.

Volunteers for the capital campaign are reaching out to restaurants and bars for participation, but any establishment serving food and/or drink on site, including golf courses, in Jefferson County is eligible to participate. To inquire about participating in the contest, please call Drew Mangione, development director, at 782-8440 ext. 74 or via email at [dmangione@watertownurbanmission.org](mailto:dmangione@watertownurbanmission.org).

John B. Johnson, co-publisher and CEO of the Watertown Daily Times, proposed the contest, offering to promote it through the newspaper and its Web site [WatertownDailyTimes.com](http://WatertownDailyTimes.com) with advertisements in the newspaper showcasing the top three participants each week and listing totals for all participants on a Web page dedicated to the contest.

“The Watertown Urban Mission does so much good in our community for our neighbors in need of a helping hand. We are proud to be a part of this campaign,” said John, who serves on the Mission: Possible Corporate Committee. “This contest is intended both to raise the profile of the campaign in the public’s awareness and also raise money from these local businesses. We want to ensure that these restaurants and bars have the opportunity to participate in this capital campaign and we view this incentive as an opportunity to maximize the gifts that will be collected in support of the Watertown Urban Mission.”

Joining the Watertown Daily Times in the multimedia advertising package are Tunes 92.5, Stephens Media Group station WNER-Fox Sports Radio, Community Broadcasting stations Magic 93.1, WOTT-94Rock, The Eagle-New Country 100.7, WATN-104.1FM/1240AM, and My ABC 50. Altogether, the value of the advertising package which will go to the winner is nearly \$6,000. Each participating media outlet has also agreed to help promote and publicize the contest.

## **About Mission: Possible**

The Watertown Urban Mission is currently seeking public support for a \$2 million capital campaign to make the organization's facilities at 247 Factory Street safer, more efficient and better suited to serve thousands of families in need. The Mission has already raised more than \$1.261 million toward that goal in gifts and pledges made over a period of up to 5 years from individuals, businesses, churches and foundations.

The Mission moved into its current facility in 2004, putting all Mission programs under one roof for the first time at 247 Factory Street. The building was first built in 1926 as Empsall's Buick and it was added on to during the 1960s and 1970s when it was the home of Halley Electric. Today, the building provides the right location and the right amount of space for all of the Mission's programs. However, the Mission's focus has always been the people served and now the time has come to make improvements to the building for the future.

The Mission: Possible Capital Campaign seeks to make the Mission's facilities safer, more efficient and better suited for the Mission's programs, all while keeping an eye toward long term sustainability both through the building project and an endowment portion of the campaign.

The Mission: Possible capital campaign will provide for the long term stability in keeping with the strategic plan done in 2010. Included in this campaign are a \$300,000 endowment and a construction plan to include improvements to work spaces, putting in universally accessible entrances and bathrooms, removing and replacing dangerous and inefficient electrical and heating systems, reducing energy costs, developing better storage, making loading zones more accessible, and renovating the thrift store for increased profitability, all without changing the character of an organization whose staff and supporters seek to improve lives with the utmost dignity and respect.

In keeping with the Mission's long track record of stretching every dollar to make a maximum impact at minimal expense, the Mission: Possible campaign budget has allotted only 4 cents of every dollar to go toward typical fundraising expenses such as promotional materials, working with local businesses, media organizations and individuals to maximize the percentage of funds used on construction and endowment.

The Watertown Urban Mission serves as a critical safety net for individuals and families in need. With support from individuals, businesses, organizations and local churches, the Mission served neighbors in need more than 35,000 times over the course of 2012 through its six major programs.

Some who use services at the Mission need help on a regular basis. Others need help seasonally, such as seniors in the winter when heating bills rise and working families in the summer when school is out and daycare and food expenses increase. But many who come to the Mission are helped once or just a few times to get through a difficult time in their lives.

###