



– FOR IMMEDIATE RELEASE –

Impact48

AIGA Detroit Creatives Donate Their Talents: Two Days of Creative Collaboration

Detroit, Michigan, March 11, 2014 – The second annual Impact48 event, developed and hosted by AIGA Detroit, will be held at the Detroit Creative Corridor Center (DC3) May 17-18th, 2014. Impact48 brings together some of Metro Detroit’s most talented design professionals to donate their time for 48 hours to help one non-profit create a new, exciting brand. **After the two days of creative brainstorming and collaboration, the non-profit organization will come away with a brand identity package, including logo design or redesign, letterhead and envelope, business card, social networking graphics and more.**

AIGA Detroit’s Impact48 event is open to non-profit 501(c)(3) organizations that contribute to the Metro Detroit area. If you are an eligible non-profit organization that would like to be considered for this exciting event, please visit: detroit.aiga.org/impact48 and submit your application by April 7th. The winning organization will be announced on April 14th.

Established in 1986, AIGA Detroit has 375+ members and is committed to demonstrating the value of design in business and the power of design in our culture.

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Community Impact Chair

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