



## TriMark Digital

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### TriMark Digital Announces “Do Your Dootie 2014: A Cause You Can Get Behind!”

**Raleigh, N.C. (March 11, 2014)** – Did you know that diapers can cost a family as much as \$80 per month, per child? With 26 percent of children living below the poverty line in N.C., the need for diapers in our community is greater than ever – and TriMark Digital is determined to make a difference.

From now until the end of August, we will be collecting diapers as part of our annual “Do Your Dootie: Cover That Booty” diaper drive. The goal of this year’s drive is to raise a total of 70,000 diapers (or the funds needed to purchase them), with all donations going directly to The Diaper Train at Saint Saviour’s Center, which distributes diapers to families in need throughout Wake County.

A Raleigh-based organization, The Diaper Train serves over 800 children each month, distributing 456,000 diapers in 2013 alone. Demand for diapers among low-income families has been so high that in past years, The Diaper Train has had to turn some families away due to a lack of donations. We’re working to change that.

This is the second year TriMark Digital has participated in the “Do Your Dootie” initiative. Last year, we raised a total of 27,429 diapers through various fundraisers, including a carnival-themed Play Date Event for local families, with a bounce house, games and more. This year’s goal – 70,000 diapers – is much steeper, but will go a long way in helping meet the needs of the many families in the Triangle area.

#### How You Can Help

The success of our “Do Your Dootie” diaper drive relies on the generosity of the community and donors. All spring and summer long, we’ll be asking individuals, businesses and organizations in the area for as many diapers as we can raise to benefit local families in need. Those interested in supporting the cause can either donate online, or drop off unused diapers, pull-ups and wipes at the TriMark Digital office, located in downtown Raleigh at 611 Tucker Street. All charitable contributions are tax deductible and benefit The Diaper Train at Saint Saviour’s Center.

For more information on how to get involved, contact us at [dootie@trimarkdigital.com](mailto:dootie@trimarkdigital.com). Remember, every diaper counts!

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*TriMark Digital is a full-service digital agency headquartered in downtown Raleigh. Providing digital marketing strategies designed to drive measurable results for each client, TriMark Digital strives to partner with like-minded companies seeking innovative, calculated strategies that stimulate, engage and convert prospective customers.*