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TriMark Digital Collects 30,000 Diapers for Local Families at Raleigh Beer Fest

Raleigh, N.C. (April 15, 2014) – With the support of residents across the Triangle, TriMark Digital, a Raleigh-based digital marketing agency, raised nearly 30,000 diapers for its annual charity in just one day at the 2014 World Beer Fest Raleigh.

In preparation for the event, we partnered with *All About Beer Magazine* to create a “Skip the Line” initiative, which allowed all attendees expedited entry to the festival if they brought with them a package of diapers to donate. Festival-goers brought in bags and bags of diapers during both the morning and evening sessions of the sold-out event — enough to fill two U-Haul cargo vans full.

A part of TriMark Digital’s “Do Your Dootie: Cover That Booty” charity, the diapers collected during the “Skip the Line” initiative will go to the local Diaper Train at Saint Saviour’s Center, which distributes diapers to low-income families in Wake County. This additional 30,000 diapers brings TriMark Digital’s “diaper count” to 59,897 — just 10,000 shy from the company’s overall goal to collect 70,000 total diapers.

The Diaper Train serves over 800 children in the community each month, and, in past years, has had to turn some families away due to such high demand. To help ensure no child goes without, TriMark Digital will be asking individuals, businesses and organizations in the area to donate as many diapers as possible. Those interested in supporting “Do Your Dootie” 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.

The 2014 “Do Your Dootie” drive will end in June, with one final fundraiser event at Monkey Joes on Friday, June 6. For more on how to get involved, contact 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.