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TriMark Digital Sets Out To Raise 70,000 Diapers For Local Families In Need

Raleigh, N.C. (April 16, 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.

We're on a mission to raise 70,000 diapers for families in our area who struggle to afford this daily expense. **We're only 6,343 diapers away from reaching our goal, and we need your help.**

From now until the end of June, we are asking individuals, businesses and organizations in our community for packages of unused diapers (or the funds needed to purchase them) as part of our annual "Do Your Dootie: Cover That Booty" diaper drive. All donations go directly to The Diaper Train at Saint Saviour's Center, which distributes diapers to low-income families throughout Wake County. We're accepting physical diaper drop-offs at our office as well as monetary donations, which can either be made online or by check. All contributions are tax deductible.

The Diaper Train serves over 800 children each month, and demand for diapers has been so high that in past years, the organization has had to turn some families away. Help us ensure that no child in our community goes without this year. We've already raised a total of 63,657 diapers through a series of fundraisers, including a "Skip the Line" initiative at World Beer Fest Raleigh, which generated 30,000 diaper donations in just one day. With your help, we'll be that much closer to helping the children in our community who need it most.

For more on how to get involved, contact dootie@trimarkdigital.com. Remember, every diaper counts!

Have You "Done Your Dootie"?

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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.