

About The Little Give:

Established in 2008, “The Little Give” is Karyo Edelman’s annual corporate social responsibility initiative that dedicates a little bit of seed money and a whole lot of time and energy to worthy non-profit organizations working to make a difference in the lives of children and youth. This year, three non-profit partners will each receive two full days of consulting time from ten of our staff and a donation of \$2,500.

In the inaugural year of The Little Give, staff at Vancouver’s largest PR firm used their skills and ingenuity to grow a “little give.” Our 35-person staff were given a few thousand dollars in company-donated seed money and tasked with turning it into initiatives that would make a big impact on non-profit groups helping children and youth in our community. In just 48 hours, thanks to the creativity, commitment and teamwork they brought to the assignment, they turned it into the equivalent of \$100,000 in donations and services.

This year’s The Little Give takes place from 4 p.m. June 18th to 4 p.m. June 20th, 2009, and Karyo Edelman will once again be working with non-profit organizations based in Vancouver who are focused on making a difference in young people’s lives.

About Karyo Edelman:

Karyo Edelman is Vancouver’s largest public relations firm, and a member of the independent, global Edelman network. Founded 25 years ago, the company offers full-service strategic communications services including public relations, public consultation, media relations, facilitation, advertising, event management and an in-house creative services and graphic design team. Learn more at www.karyo-edelman.com.