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## **The Inter/Media Foundation Launches Two-Time Cy Young Award Winner Bret Saberhagen's Make a Difference Campaign**

**ENCINO, CA (April 23, 2007)** -- With the launching of the Bret Saberhagen Make a Difference Foundation, the Inter/Media Group of Companies extended its commitment to support charitable organizations by helping them create fund raising programs and deliver their message to a national media audience at no cost to the non-profit.

Through its Inter/Media Foundation, Inter/Media--headed by Robert and Sydney Yallen-- is utilizing the resources and expertise of its seven companies to "give back" to society by helping those who



support worthwhile causes. To support the fund raising efforts of selected worthy charitable organizations, Inter/Media is providing the means for them to create promotional spots and disseminate fund-raising television, radio and print public service announcements across the country, as well as secure online media. The company is also embarking on a PR campaign to obtain interviews for Saberhagen with key media across the country. Furthermore, Inter/Media Interactive™ is creating the organization's website to help drive contributions. Inter/Media worked with NetSuccess to maximize the website's value.

"We are pleased to kick off the Inter/Media Foundation by supporting Bret Saberhagen's Make a Difference Foundation. As we both have teenage sons, Bret and I share a mutual concern for America's youth," said Robert Yallen, President of the Inter/Media Group of Companies. "It is exciting for my dad, Syd and I, to see our vision come to fruition and to contribute something tangible to help others."

The inaugural effort on behalf of the Bret Saberhagen Make a Difference Foundation benefits juvenile diabetes and a host of other youth organizations. Donors receive a personally autographed baseball for \$30 or photo for \$20 from the two-time Cy Young Award winner, who pitched in the majors for 18 years with the Kansas City Royals, New York Mets, Colorado Rockies and the Boston Red Sox. Inter/Media-developed-and-produced TV and radio PSAs were distributed to hundreds of media outlets. The company is employing its considerable resources to secure as much online and offline usage as possible. All monies raised will go directly to the organization.

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The mission of The Bret Saberhagen Make A Difference Foundation is to encourage and stimulate philanthropy for the education, cultural growth, recreational opportunity, well-being of children, as well as other worthy causes. The Foundation assists donors in guiding their resources where they can be the most effective. While not its sole purpose, the Foundation seeks out programs that place an emphasis on reaching under-served youngsters and enabling them to interact in non-confrontational settings. The Foundation's goal is to give young people the tools to become self-reliant, self-confident and healthy individuals. Individuals wishing to contribute can go to: [www.makeadifferencewithbret.com](http://www.makeadifferencewithbret.com) or call (800) 284 7308.

Established in 2004, the Saberhagen Foundation's Board of Directors select various charities and organizations each year to help support their cause. The father of three, who retired in 2001, Saberhagen has stayed active in coaching high school baseball. He says he wants to share his baseball knowledge, but also help other youth and children's organizations. "Giving back to the youth community keeps me in the game, the game of life," he says. "We are very grateful to Inter/Media for stepping up to the plate to support this dream of mine," said Saberhagen. "The goal of this foundation is to Make A Difference and I believe that in the joining of Inter/Media and the Bert Saberhagen Foundation, we are doing just that. We may not be able to fix the world's problems, but we can make a difference in the life of every child that we support. That's a step in the right direction."

Organizations that Inter/Media will consider for inclusion under its Foundation program must be national in scope and have a non-profit 501c(3) status. The group's mission may involve health, welfare, education, human rights or humanitarian cause, and must demonstrate that funds raised go directly to the stated beneficiaries.

Added Yallen: "They should have a name celebrity as spokesperson. That's valuable collateral when negotiating with media for public service time."

Organizations should submit proposals to Robert Yallen, Inter/Media Advertising®, 15760 Ventura Boulevard, First Floor, Encino, CA 91436 or (818) 995-1455.

#### **About Inter/Media Group of Companies**

Inter/Media Advertising® is a fully horizontal integrated \$400-million advertising agency and media organization that uniquely blends direct response advertising with general market techniques. Founded in 1974 and recognized as a major force in the direct response advertising industry, Inter/Media also specializes in retail brand building and advertising support. Inter/Media's proprietary and precedent-setting lead/sales tracking system AccuTrack® provides clients with statistical data on the specific origin of each customer response, enabling clients to maximize the value of vanity phone numbers. The company is comprised of seven business units--Inter/Media Advertising® (strategy, planning and research), Inter/Media Time Buying Corp® (offline media execution), Inter/Media Interactive™ (online planning, buying and creative), Mediapoint Network® (Performance-based advertising), Inter/Image Productions®, Inter/Post Productions® Editorial, and InterQuantum™ (retail brokering, marketing consulting)--which operate interactively to service client needs. For more information, go to <http://www.Intermedia-Advertising.com>.

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