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

### **The Inter/Media Foundation**

The Inter/Media Group of Companies has made a 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 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 and radio public service announcements across the country. Furthermore, Inter/Media Interactive is assisting in creating or augmenting the organization’s website to help drive contributions.

“Inter/Media Advertising® has grown substantially over the past few years, so we have chosen to leverage our success on behalf of important causes. We believe we can truly make a difference using the expertise we’ve garnered in brand building and sales, translating it for non-profits,” says Robert Yallen, President of Inter/Media. “What we ask of our not-for-profit Foundation pro bono clients is that they provide to us with a name celebrity as the spokesperson. That’s valuable collateral when negotiating with media for public service time.”

(more)



Among the organizations benefiting from Inter/Media's commitment is the Bret Saberhagen Make a Difference Foundation which supports juvenile diabetes and a host of other youth organizations. Donors receive a personally autographed baseball for \$45 or photo for \$30 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 scripted and produced TV and radio PSAs were distributed to hundreds of media outlets. The company is employing its considerable resources to secure as much usage as possible. All monies raised will go directly to the organization.

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.

Organizations should submit proposals to Robert Yallen, Inter/Media Advertising, 15760 Ventura Boulevard, First Floor, Encino, CA 91436. Phone: 800-TIME-BUYING.