

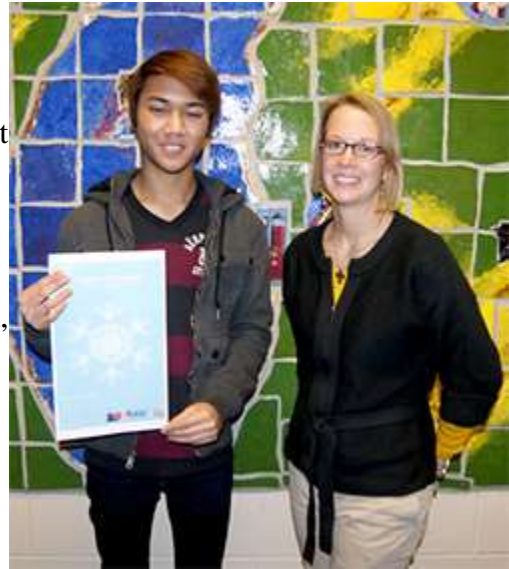
## FOR IMMEDIATE RELEASE

Thursday, December 5, 2013

# The Image Group Donates Time For High School Posters

Ottawa County Community Action Agency is once again organizing its annual Walk For Warmth fundraising event. The event is in its 25th year. For 5 of those years OCCAA has engaged area high schools in a poster contest to promote the Walk for Warmth event, and local professionals to judge the designs.

This year OCCAA is happy to announce that **The Image Group**, a marketing and communications firm in Holland, MI will judge this year's entries. The Image Group is a nationally-known marketing and communications company in Holland, Michigan. The firm represents clients in all media from print, web and video. The agency has been in business over 26 years and has won numerous industry-related awards.



"We're very excited by this opportunity to help a great cause and to check out a couple hundred great designs," says Andrea Beckman, Art Director. "We don't often get to work directly with high school students but we're consistently surprised by the fresh, innovative work coming out of the schools."

"The poster contest is one of the best parts of the Walk For Warmth campaign," says Mike Stock, Marketing Specialist for Ottawa County Community Action Agency. "it engages students area-wide with a cause that may well hit close to home. It's also a real-world design project with requirements and deadlines, judged by a world-class design firm."

The winning design will be printed and distributed throughout Ottawa County. The design will also be used as a motif for ongoing promotion of the event, and the student will be provided an excellent addition to his or her portfolio.

The Walk For Warmth has for 25 years been raising money for families in **Ottawa County** that have received a shut-off notice from their utility company. Donations go towards keeping the heat on and children warm during the coldest winter months. Last year through its range of housing-related programs, OCCAA **assisted over 6,200 homes in Ottawa County.**



This year the Walk For Warmth will be held **Saturday, February 8, at 8:30 am at City On A Hill**, 100 Pine Street in Zeeland. Lemonjello's will be providing coffee, and area Mayors will be speaking. Learn more at [www.miottawa.org/w4w](http://www.miottawa.org/w4w).