

## **MEDIA RELEASE**

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### **DIGITAS NEW YORK EMPLOYEES GIVE UNION SETTLEMENT AN “8 HOUR MAKEOVER”**

#### ***600 Employees Help Renovate and Refurbish East Harlem Community Centers***

New York City – July 14, 2010 – East Harlem is getting a makeover as more than 600 New York-based Digitas employees gather to renovate and refurbish ten community and child care centers run by the Union Settlement Association, East Harlem’s largest and longest-serving nonprofit social services organization.

Demonstrating a unique and expansive commitment to community service, Digitas has contributed months of staff time to plan and prepare a Community Service Day that embraces all of Union Settlement’s programs from early childhood to seniors and every age in between. The company is closing its New York office for an “all hands on deck” workday that will dramatically improve Union Settlement’s high-traffic facilities.

“The labor, donations and fundraising services provided by Digitas will enable a year’s worth of renovation, decoration and outdoor installation projects to be completed in just one day,” said David Nocenti, Executive Director of Union Settlement Association. “This effort will bring tens of thousands of dollars in improvements to our facilities and benefit the thousands of people who use these buildings every day.”

Digitas’ creative staff designed a number of low-cost, innovative solutions that address longstanding space challenges and resource shortages, and maintain the continuity of Union Settlement’s services while improvements are underway. The company also donated or engaged vendors to provide everything from new playground equipment to paint and schoolbooks.

“Community Service Day is an integral part of our agency culture,” said Joanne Zaiac, President, Digitas New York Region. “Over the years we’ve contributed to a variety of local organizations, and this year we choose to work with Union Settlement because their good work extends throughout the community – from child care to senior care to adult education. We’re proud to donate our time and capabilities to help foster a self-sufficient and productive community.”

Projects for the event span ten locations and include:

- Refurbishing Union Settlement’s headquarters, community and child care facilities with new paint, carpet and furnishings.
- Installing new playground equipment and refreshing outdoor play areas and benches.
- Upgrading garden boxes and planting flower beds in Union Settlement’s community garden on East 104th Street.
- Designing and painting 11 new murals at six locations.

- Installing new, consistent, branded signage throughout Union Settlement’s facilities – a first in the organization’s 115 year history.
- Redecorating and providing new classroom materials, books and furniture at Union Settlement’s Washington Community Center and two child care centers.
- Holding a day of engaging outdoor activities for 200 seniors and children at Jefferson Park on 115th Street while their usual facilities are under renovation.

The Digitas Community Service Day integrates Union Settlement program participants in many creative ways. Youth will work side by side with Digitas volunteers to plant and upgrade the Washington Community Center Garden. Students in the Adult Education Journalism Class will produce a video about the community service day and Digitas volunteers will facilitate a series of intergenerational performances in Jefferson Park by youth and senior program participants.

“Digitas is a proven and respected difference-maker around the world, and its inspiring commitment to service and strengthening communities will now be felt first hand by the families of East Harlem,” said John B. Rhea, Chairman of the New York City Housing Authority. “Community Service Day is a powerful example of the breakthroughs that are possible when people work together, not only to create solutions, but to also empower the families we serve to be owners of that journey.”

### **About Digitas**

Digitas is a leading global integrated brand agency, helping the world's biggest brands develop, engage and profit from building profitable relationships with their customers. The agency pairs media, marketing, technology, creativity, imagination and analytics to ignite emotional bonds between people and brands. Digitas also operates the brand content platform, The Third Act., the independent healthcare marketing brand, Digitas Health, as well as Prodigious Worldwide, the world’s only standalone, global digital productions company. With sister agencies Starcom MediaVest, ZenithOptimedia and Denuo, Digitas is a member of Publicis Groupe's VivaKi—a global digital knowledge and resource center that leverages the combined scale of the autonomous operations of its members to develop new services, new tools, and new partnerships.

Paris-based Publicis Groupe S.A. (Euronext Paris: FR0000130577) is the world’s third largest communications group, the world’s second largest media counsel and buying group, and a global leader in digital and healthcare communications. With around the world activities spanning more than 104 countries on five continents, the Groupe employs as many as 44,000 professionals.

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### **About Union Settlement Association**

Union Settlement Association has worked with and for the residents of East Harlem since 1895. A community mainstay, Union Settlement fosters leadership and self-sufficiency by helping local residents build better lives for themselves and their families. As one of East Harlem’s largest social service agencies, Union Settlement responds to issues that affect the entire community, serving more than 13,000 low-income residents annually through effective programs in education, child care, nutrition, senior services, counseling, the arts, job training, and economic development. A large local employer with programs operating in 17 sites, Union Settlement is an important contributor to the economic vitality of East Harlem.

[www.unionsettlement.org](http://www.unionsettlement.org)