

Ad firm prepares for annual CreateAThon

Kidd Group to brainstorm for charities

Long before she became an adoptive parent, Renee Tucker wanted to do something to help ease the pressures facing unmarried pregnant women.

"No matter what you think about abortion, whether you're pro or con, the fact of the matter is that our society seems to place so much emotional energy on that decision," she said. "And then, when women choose to have their babies, there's relatively little support for them at that point."

That's why Tucker is a big believer in Tallahassee's **Brehon Institute for Family Services**, which runs the **Serenity Shores Maternity Home** and **Healthy Families** parenting programs.



Tucker

She got a chance to share her enthusiasm last September when **The Kidd Group** staged its first **CreateAThon** publicity spree.

In 24 hours of nonstop brainstorming, the advertising company wrapped up 28 marketing campaigns for 12 local nonprofit groups.

"It was just a lot of fun," said Tucker, the firm's vice president. "Even at 4 and 5 in the morning, the ideas kept flowing — even though I'd have thought we'd have been brain-dead at that hour. It was just the opposite."

Her company is one of 25 participating in this year's nationwide outreach project. Local charities have until July 11 to apply for free promotional services. After two months of preparation, the marathon will kick off at 8 a.m. Sept. 11.

"We do pro bono work anyway, but usually we're trying to fit it in amongst all the other work we're doing," Tucker said. "It's great to just focus this 24-hour period on the pro bono work alone."

Partly because they're located in the same building, her colleagues have already forged a close relationship with Brehon.

Even before last year's brainstorming session, they'd provided discount

office space, Christmas gifts and design services — such as the charity's new logo portraying a tender moment between a mother and child.

"It's very warm, very caring and loving..." said Jackie Malone, Brehon's executive director.

"They were able to put into visual art a summary of our care and concern."

During the first CreateAThon spree, the team of account manager Patricia Rodriguez found it easy to extend the nurturing theme to a Web site, billboards, a Power Point presentation and broadcast spots.

One proposed TV testimonial will use an actress to relate the true story of a woman in her 20s.

"She was pregnant, depressed and thinking about suicide," Malone said. "Somebody told her about Healthy Families Gadsden. Now she has three healthy children and a home, her GED and driver's license. In her quote, she says, 'I have a future — thank you, Brehon.'"

It's a message that would have resonated with Tucker's late father, an Orlando real-estate broker who served on the board of an agency much like Brehon.

He thought it was unfair to counsel women against abortion unless you helped with childbirth and parenting.

"He was just passionate about that," Tucker recalled. "It's a passion that I share — I just didn't realize at the time that it was an issue that would affect me so personally, when I became an adoptive parent."

When her son was born 13 years ago, she met the boy's biological mother at the hospital. She became acutely conscious of the young woman's loving sacrifice.

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The Kidd Group created this logo for Brehon, which was a beneficiary of the firm's CreateAThon last year.

their peace with such painful decisions, she believes it's essential to remove economic factors from the equation. That's where Brehon comes in, offering everything from shelter to parenting tips.

"You don't automatically know how to raise a baby — there's some training involved," Tucker noted. "A lot of us have mothers and sisters and time to read books, to figure all that out. Many other women don't have that."

To reach Brehon, call 656-7110. For CreateAThon details, call 878-5433, ext. 316.

Hunger hot line for kids

■ A new hunger hot line is designed to help parents locate free summer meals for needy kids. In Leon County, children's feeding programs are under way at 58 sites — including camps, churches and charities. Of these, 21 are open to the public. For details, call (800) 622-5985 weekdays between 8 a.m. and 5 p.m.

■ The **Rotary Youth Camp** (383-1559) still has positions for counselors — especially males — and openings for children with physical disabilities. The program is scheduled for July 16-25.

■ Whether you're discarding castoffs or hunting for bargains, you'll be welcome at Saturday's yard sale to benefit the **Women Build** project of **Tallahassee Habitat for Humanity**. The fun runs from 8 a.m. to 2 p.m., rain or shine, at 2921 Roberts Ave. Call 574-2288.

■ Saturday is also the day of a car wash to raise money for the **K-MC Sports Foundation** (878-8589), which sponsors a number of programs for needy children. It's set for 11 a.m. to 3 p.m. at **Hooters** restaurant.

■ **Big Bend Hospice** (878-5310) plans a **Children's Night** workshop Tuesday called "How to Survive the 'No-Good-Terrible Day.'" Volunteer training starts July 14.

■ For a guide to local resources, call 2-1-1 Big Bend at 211 or 224-6333.



Malone



Rodriguez