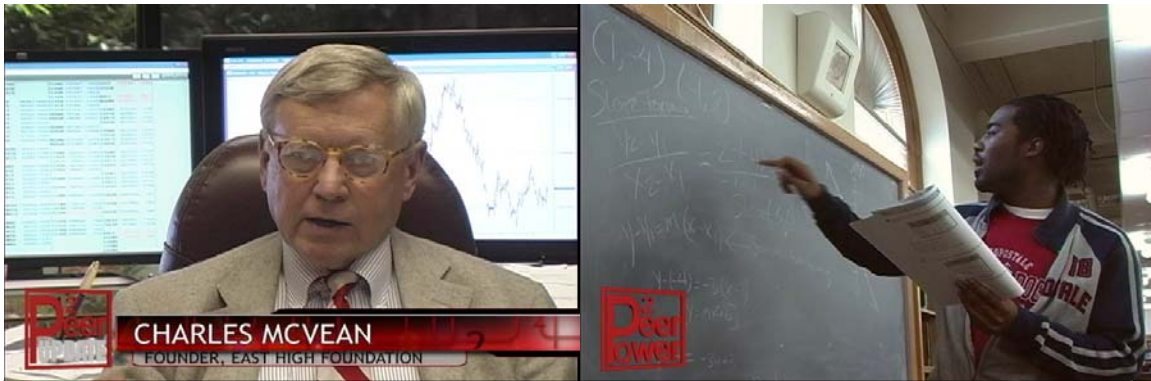


Client: Peer Power Foundation
Services: Strategic Counsel, Coordinated Campaign



The Peer Power Foundation is a five-year-old, privately funded nonprofit dedicated to helping 7th-12th graders at challenged public schools create brighter futures for themselves through education and an after-hours peer tutoring program. More than 1,000 students participate daily in a program that is changing lives.

A successful ongoing campaign shares P² success stories to raise awareness, interest and support necessary to extend the program to more students, schools and states. Activities include: strategic PR counsel, pro-active media relations, video production, collateral material creation, presentation preparation, business consulting and program support.



These are frames from an effective low-cost, high-impact Peer Power video

