

Center for Great Apes Swings into New Campaign

“Miracle Apes” Developed by Ad2Orlando Public Service Division
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(Wauchula, Fla.) – The Center for Great Apes – a nonprofit sanctuary that provides lifetime care for more than 40 orangutans and chimpanzees – recently launched a new campaign with the help of Ad2Orlando, a group of young advertising and marketing professionals in the Central Florida area. The “Miracle Apes” campaign is designed to bring heightened awareness to the individual resident apes and their safe, healthy and engaging lifetime care.

Each year, Ad2Orlando provides pro bono marketing, advertising and public relations services to a local nonprofit. This year, they partnered with Center for Great Apes and have created a new look and feel for the organization. This includes a complete redesign of the logo, newsletter and business cards, as well as print, radio and television advertising, public relations, and social media strategy.

“The Center for Great Apes is a nationally recognized conservation leader with quality services and facilities – and as we continue to welcome additional great apes to our sanctuary, we would also like to welcome new donors and supporters,” said Patti Ragan, Executive Director for the Center for Great Apes. “Thanks to the generous time and effort from Ad2Orlando, this campaign will ensure that the Center continues to thrive in 2010 and beyond.”

The campaign culminates with a black and white formal called “Twilight Forest Gala” on Saturday, April 24 and is open to the public. Located at the Errol Estate Resort and Country Club in Apopka, the fundraiser will feature live entertainment, a silent auction, poker tournament and buffet dinner.

Tickets are \$150 each or \$1,000 for a table of 10. Proceeds and donations from the event will directly benefit CGA and its ongoing efforts to provide an enriching environment for current and future resident apes. To purchase or to learn how to donate, visit **www.miracleapes.org**.