



Candlelighter's Childhood Cancer Foundation — Night Run

Overview

Candlelighters Childhood Cancer Foundation (CCCF) is a non-profit membership organization that strives to provide information and awareness for children and adolescents with cancer. CCCF contacted Propel to donate their time and create an affective marketing image for their 12th Annual Candlelighters Night Run.

Solution

Propel produced imaginative marketing collateral while keeping the children in mind through branding, posters, and ads. Using the central inspiration "Because kids can't fight cancer alone," Propel unified the cause of the run with the vision of the foundation.

Impact

Propel has worked with this group for over half dozen years. The cause has become a household word. The race is well attended by all ages thus helping sustain high sponsor visibility which eases year-to-year funding recruitment efforts.

