



Spurrier Group & FeedMore Unite to Fight Hunger in Central VA

Strategic campaigns will engage more audiences in hunger-relief initiatives

RICHMOND, Va. (July 19, 2017) - Spurrier Group, a marketing and media agency with offices in Richmond and Washington, D.C., has joined forces with FeedMore, Central Virginia's core hunger-relief organization, to collaborate in the development of several strategic campaigns to reach targeted audiences about hunger issues and critical food needs in the region.

This collaboration will include media research, strategic planning, channel and media planning, media negotiation and placement of messaging, and evaluation, the majority of which is a pro bono offering from Spurrier Group.

Earlier this year, FeedMore completed a detailed segmentation study to gain a deeper understanding of its supporter base, increase engagement and strengthen receptivity of communications amongst its supporters. Spurrier Group will build upon the findings of that study to define media consumption habits and social sentiment of these audiences, and then create a multi-faceted strategic media plan to engage those audiences with FeedMore over the next two years.

Donna Spurrier, founder and CEO of the company, began consulting with FeedMore's marketing department last year on a volunteer basis. "The alarming issue of hungry children and the parents that struggle to feed them is near to my heart. Fueling our body is fundamental, not just for physical health, but also for our ability to concentrate, to learn and to function at our potential," she said. "All of us at Spurrier Group wanted to support FeedMore's efforts to raise awareness about the children, families and seniors in our region who are in dire need of nourishment to stay healthy."

"We are so appreciative of the expertise and resources that Donna and Spurrier Group will bring to our organization," said Suzy Rohler, director of marketing and communications for FeedMore. "Their skills in customized media targeting for high-impact engagement will help us continue to improve the quality of life for many people throughout Central Virginia. The collaborative, media-savvy team at Spurrier Group shares our vision to provide our neighbors who face hunger with healthy meals and help others in need, making this a natural partnership!"

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About Spurrier Group

Spurrier Group is a marketing partner dedicated to measureable ROI. We analyze and then simplify data to understand how to strategically reach and then motivate our client's target audiences. Our research leads to customer insights that educate and inform the entire marketing process. Founded in 1996, we have created and launched customized marketing campaigns that capture audiences and achieve exceptional results for a wide variety of global, national and regional clients. Today, Spurrier Group is one of the most respected marketing and media agencies in the Mid-Atlantic region. In fact, we were recently ranked as one of the top twenty advertising agencies in the Washington D.C. metropolitan region, and we are consistently listed among the top agencies in our hometown of Richmond. For more information, visit www.spurriergroup.com.

About FeedMore

FeedMore is Central Virginia's core hunger-relief organization dedicated to providing neighbors in need with healthy meals and hope for a better tomorrow. With a service area that stretches across 34 cities and counties, FeedMore helps the nearly 200,000 children, families and seniors in Central Virginia who struggle with hunger. Working to efficiently and effectively fight hunger, FeedMore's multi-tiered approach, comprehensive programs and network of more than 300 partner agencies are dedicated to providing neighbors who face hunger with one of the most basic necessities – nourishment. For more information, visit www.feedmore.org

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