



PULP&FIBER OPENS THEIR HEARTS TO HELP SAVE A CHILD'S

Toronto, April 2010 – Save a Child's Heart is an internationally recognized non-profit that saves lives, and Toronto's Pulp&Fiber thought people should know. So when the Canadian chapter of the charity approached the agency for some help, the team lent their hearts and their minds to do what they do best: design a creative solution.

"We needed something different – succinct but also eye catching – something that would stand out from the sea of other not-for-profits," said Karen Diamond, Canadian President of Save a Child's Heart.

To help the charity spread the word and raise donations, Pulp&Fiber created a unique design piece describing the charity's mission of fighting juvenile heart disease. The piece incorporates Save a Child's Heart's unique logo, which was inspired by a real patient's artwork. The 3D piece educates, informs and grabs attention – while encouraging people to give.

Since Save a Child's Heart performs its lifesaving heart surgeries on children from around the world, they need support from the international community. Pulp&Fiber ensured its design was adaptable to a worldwide audience, and the charity already uses it in Switzerland, Israel and Canada, and soon, the US.

The charity was thrilled with the result, and so was the agency. "We are so proud to work with a great organization, and to have created a design they can use the world over," said Pulp&Fiber's Dave Smulowitz, Director of Sales & Marketing.

ABOUT SAVE A CHILD'S HEART

Save a Child's Heart (SACH) is an Israeli-based international humanitarian project, whose mission is to improve the quality of pediatric cardiac care for children from developing countries who suffer from heart disease and to create centers of competence in these countries. SACH is totally dedicated to the idea that every child deserves the best medical treatment available, regardless of the child's nationality, religion, color, gender or financial situation.

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Pulp&Fiber is a full service marketing, design and print agency based in Toronto, Ontario. Made up of industry experts, Pulp&Fiber implements creative substance in all brand strategies from name development and logo creation, to print production and execution. As the pioneers in nightlife marketing, Pulp&Fiber have created concepts and branding components that have set the standard for Toronto nightlife.