STUDENT PUBLIC RELATIONS AGENCY LAUNCHES RACE WEB SITE

Helping Hungry Hearts agency uses modern communication to promote 5K run/walk in April

HUNTINGTON, W.Va. — Marshall University’s Helping Hungry Hearts student public relations agency in the W. Page Pitt School of Journalism and Mass Communications advanced one step closer to outrunning hunger by launching its Web site.

The site, which debuted Friday, Feb. 19, provides information about the agency’s Outrunning Hunger 5K Run/Walk, as well as additional information about the agency and the Huntington Area Food Bank (HAFB). Besides the recently created Web site, the agency also created a presence within popular social networking sites Twitter and Facebook. Brooke Ash, HAFB assistant director, said that while these communication methods are new to the HAFB, each will be used to reach more people.

“We know that it’s important to get our information out across all platforms,” said Ash. “It’s up to the end user to decide which medium they want to go to to receive their news or information. We definitely plan on utilizing these to our advantage in the future.”

The Web site, designed by the Helping Hungry Hearts creative group, features race information, hunger facts, information about the agency and online registration for the race. Helping Hungry Hearts representative Kimberly Bradley said the Web site offers several advantages to traditional modes of communication.

“By using these communication outlets, it makes it easier for the public to gain access to general information about our race quickly,” Bradley said. “The advantage of having a Web site is to keep the targeted audience informed, even in the comfort of their own homes. Hopefully, by using these varied outlets we can keep our target audiences interested, involved and updated.”

With April’s Outrunning Hunger 5K Run/Walk rapidly approaching, Helping Hungry Hearts members monitor the success of each online communication method by tracking the number of users of each site. According to Bradley, the Facebook group has 660 members and Twitter users can follow the agency at HAFBfood4all.

“The overall goal we hope to achieve is to implement a lasting bond between the Huntington community and their area food bank,” Bradley said.

For more information about Helping Hungry Hearts or the Outrunning Hunger 5K Run/Walk, please visit www.marshall.edu/helpinghungryhearts or e-mail the agency at helpinghungryhearts@marshall.edu. For additional questions, call campaign co-director Whitney Parsley at 304-389-0390. To learn more about the HAFB, contact Ash at 304-523-6029 or brooke@hafb.org.

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The Huntington Area Food Bank (HAFB) is a private, nonprofit organization founded in 1983 and based in Huntington, W.Va. The HAFB is affiliated with Feeding America, the country’s largest hunger-relief organization.
The HAFB serves more than 290 agencies in 17 counties in West Virginia, southeastern Ohio and northeastern Kentucky. The HAFB’s main mission is to curb the hunger problem in the Tri-State. The HAFB relies on United States Department of Agriculture (USDA) distributions, grants and community donations to send food to its agencies. Agencies include food pantries, soup kitchens, emergency shelters, senior citizen programs, youth programs and residential programs. For more information, please visit www.hafb.org.