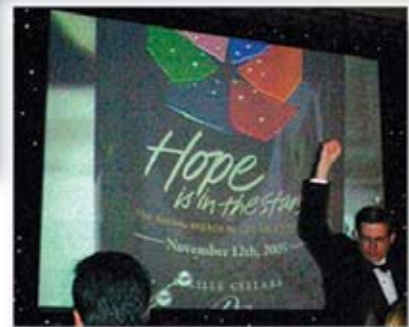




Approach:

Every year the Cystic Fibrosis Foundation holds a gala dinner and auction event for their patrons. It is their single largest fundraiser for research efforts to eliminate this deadly disease. For the past five years, GIRVIN has been privileged to provide our design expertise to assist in making this event a resounding success.





Result:

By creating thematically styled events for this group, in a carefully arranged sequence of mailings and pre-event efforts, we helped to build standing room only for this special evening. Creating a powerful identity that included brandmark, illustration and color selections that integrated with the event's save-the-date cards, invitations, menu, auction catalog and thank you cards, GIRVIN helped the Cystic Fibrosis Foundation to raise over \$3.6 million to fight the disease.

