



Affinity4 Rolls-out New Brand - Promises to Help Transform Ordinary Activities into Extraordinary Giving

Affinity4 introduces their new brand complete with an updated logo and tagline.

Norfolk, VA ([PRWeb](#)) August 7, 2008 -- [Affinity4](#), one of the nation's leading affinity-based marketers, is making a new promise to its clients which include charities, ministries and other non-profit organizations worldwide. The company is vowing to help these organizations transform their supporters' ordinary activities into extraordinary giving opportunities for the non-profits. It's all part of Affinity4's new brand and branding promise of: Ordinary Activities. Extraordinary Giving. The brand was recently rolled out in an institutional marketing campaign consisting of a new logo and tagline incorporated into new marketing and advertising materials.

According to [Affinity4's](#) Senior Director of Marketing and Consumer Sales Chuck Jamieson, "We believe the world's charities, ministries and non-profits fulfill a vital role in our society. We also share the belief that each of us can support our favorite causes through ordinary acts which cost us nothing, but represent great gains to the charities. In our case, we are giving consumers the opportunity to purchase, for example, their long distance or digital phone service, high speed Internet service and DIRECTV® through Affinity4 and know that there will be an automatic 10% GiveBack from us to the charity of their choice."

In view of the many challenges non-profits are facing today, from a downward spiraling economy and cutbacks in federal grants, many are seeking out alternative ways to raise funds. Affinity marketing, which offers consumers the opportunity to make their everyday purchases just as they always would, at competitive prices, is proving to be a win-win all around. It enables caring individuals, who are especially committed to supporting the missions of their churches, ministries, charities, colleges/universities and other local community non-profit groups, an easy way to provide much needed financial support simply by making their ordinary product and service purchases from an affinity marketing partner like Affinity4.

"Imagine, that every time you talk on the phone or use the Internet, you are helping to make a donation toward an important cause like feeding the hungry, providing medical care to the poor or supporting the fight to protect our constitutional freedoms," added Mr. Jamieson. "It's that simple."

To drive home its brand promise and mission of transforming ordinary activities into extraordinary giving, Affinity4 has chosen to incorporate the universal symbol for metamorphosis -- the butterfly -- into its logo design.

"The butterfly captures the essence of our mission," said Steve Halliday, President and CEO of Affinity4. "It symbolizes transformation which in our case, refers to transforming routine activities into very meaningful contributions. When used in conjunction with our new tagline, Ordinary Activities. Extraordinary Giving., we believe our new brand effectively conveys the everyday nature of our products and services and the millions of dollars in charitable donations generated by caring individuals who use them."

To date, Affinity4 has donated over \$75 million to charities and ministries worldwide.



More about Affinity4

Affinity4 is an affinity-based marketing company whose mission is to help support its non-profits' goals by assisting in their fundraising and development programs. Specifically, Affinity4 markets various telecommunications products and services, including long distance and digital phone services, high speed Internet, as well as DIRECTV®, credit card, motorist assistance and e-mortgage to the supporters of its international base of non-profits which includes charities, ministries, colleges and universities. With each supporter's purchase, Affinity4 provides a 10% GiveBack to the corresponding non-profit organization. Affinity4's business model is to leverage and transform ordinary activities such as making phone calls into fundraising opportunities on behalf of vital causes worldwide. The Affinity4 Brand Promise is Ordinary Activities. Extraordinary Giving. To date, Affinity4 has given back more than \$75 million dollars to their non-profit clients. The company is headquartered in Norfolk, Virginia and led by President and CEO, Stephen Halliday. For more information, visit: www.affinity4.com or call 1-800-800-7550.

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