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ELITE SEM OFFERS FREE ONLINE MARKETING TO NONPROFITS

Digital Agency Adds Corporate Social Responsibility and Reinforces “Best In Class” Search Marketing Capabilities

NEW YORK, NY – June 14, 2011 – Elite SEM, a [digital marketing](#) agency specializing in [Search Engine Marketing](#), today announced that it will offer free online [marketing services](#) to nonprofit organizations under its **Elite Cares** CSR Program. To aid nonprofits and charitable organizations in doing social good and helping communities reach their full potential, Elite SEM will match its team of talented and passionate [SEM experts](#) with nonprofits to identify their marketing challenges, outline their SEM plan of action and evaluate the program step by step.

“We’ve designed this CSR program to give nonprofits more than just a helping hand, but also the digital [marketing tools](#) and peer-to-peer guidance that will have a measurable impact in the lives of the communities they serve for years to come,” says Ben Kirshner, CEO of Elite SEM. “If we can help a nonprofit fund programs that bring basic necessities like water, food, shelter, education and health care to children and families, we’ve accomplished what we set out to do.”

Each year, a select group of nonprofits will be chosen to participate in the **Elite Cares** CSR Program after completing the application process and receiving approval from Google Grants, an in-kind donation program awarding free AdWords advertising to select charitable organizations. Arlington, VA-based [Fabretto Children’s Foundation](#) has been named the first charitable organization to participate in the program and will receive free Google AdWords management from Elite SEM’s highly-skilled team of digital marketers.

“The Internet has become a gateway for reaching a new generation of tech savvy, on-the-go donors in a way that’s smart, engaging and instantaneous, and we’re thankful to Elite SEM for putting us one step closer to these donors,” says Christina Falck, Vice President of Fabretto Children’s Foundation.



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Since taking on the mission of giving a home and hope to Nicaraguan children who had been abandoned, abused or orphaned in 1993, Fabretto Children's Foundation has seen its infrastructure grow from a close-knit circle of friends and family to a dedicated full-time staff that now serve nearly 10,000 children and their families from six Fabretto centers and more than 50 public elementary schools.

About Elite SEM

Elite SEM is one of New York's fastest growing digital marketing agencies specializing in building top-performing Search Engine Marketing campaigns for multinational corporations and Fortune 1000 brands including ideeli, Lauren Merkin, Tommy Bahama, Havaianas, Terminix, Michael C. Fina, Hugo Boss and Clarks Companies, N.A. Featured in the Inc. 5000 List of Fastest Growing Private Companies in 2010, Elite SEM understands firsthand the complexities of the Internet community, the evolving landscape of the marketing and advertising space, and most importantly, how to grow brands with the media in a way that's smart, innovative and rewarding.

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