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## FLIMP MEDIA PITCHES IN TO HELP KEVIN YOUKILIS HITS FOR KIDS

### **Video Email Campaigns Becoming Popular Marketing Tool for Nonprofits**

HOPKINTON, MA (October 30, 2009) -- Non-profit organizations like Kevin Youkilis Hits for Kids are increasingly turning to Flimp Media to promote their events, increase fundraising efforts and expand their contact database lists. Flimp subscribers create rich media landing pages without programming that generate measurable increased engagement versus traditional email or static landing pages. The [Youklis Foundation Flimp](#) landing page presented a montage of photographs showcasing the organization's events set to James Taylor's "You've Got A Friend" soundtrack, with clickable buttons to view upcoming events, make a donation or forward to a friend.

"We turned to Flimp Media to initially promote our annual Good Night Moon Gala with an email to our supporters," said Melanie Busa, Event Coordinator at Kevin Youkilis Hits for Kids. "When we saw the incredible open and click-through rates, we decided to also embed the Flimp on the Kevin Youklis Hits for Kids website and Jerry Remy added it to his Rem Dawg site as well. It's a great way to reinforce our mission and generate real results."

Flimp analytics allow subscribers to monitor viewer engagement by email, pass-along rate, total viewing time and links clicked. The Youklis Hits for Kids campaign generated a 20% open rate and 43% click through rate with over 50% watching the video montage to completion and the average session lasting 1 minute, 24 seconds.

"Non profit organizations like Kevin Youkilis Hits for Kids stand to gain so much by engaging their audience through rich media email applications," said Wayne Wall, CEO of Flimp Media. "We are able to bring to life the great work done at a much lower cost than traditional direct mail. It's rewarding to be able to provide a tool that demystifies rich media for nonprofits."

Wall describes the application of Flimp's video landing pages for event marketing, sales and fundraising tools, email and search marketing as a new class of interactive marketing called "intelligent digital collateral." Other nonprofits that have also used Flimp include the [United Way](#), the [Give Us Your Poor](#) and The Nature Conservancy.

Since its first release in early 2008, over 120 companies and organizations have used Flimp. The Flimp platform has been integrated with more than 30 email marketing service providers including Constant Contact, ExactTarget, Delivra, Eloqua and YesMail. The platform is also integrated with the Amazon web service cloud providing global video content delivery. Flimp products are offered as a subscription service.

To view the Kevin Youkilis Hits for Kids flimp, and other case studies, visit [www.flimp.net](http://www.flimp.net).

### **About Kevin Youkilis Hits for Kids**

Kevin Youkilis *Hits for Kids* is a charitable organization founded by Boston Red Sox infielder Kevin Youkilis, dedicated to rallying local and corporate support for charities and organizations focused on the health and wellbeing of children. Kevin Youkilis *Hits for Kids* teams up with existing community-based children's charities and medical research programs in New England and in Kevin's home town of Cincinnati, to help them raise money and awareness.

### **About Flimp Media, Inc.,**

Flimp Media is a pioneer in the development of cutting edge rich media marketing and analytics technology and solutions for online direct marketing, communications and sales. Flimp, which stands for Flash Interactive Marketing Platform, enables non-technical users to quickly create, edit, distribute, track and report video landing pages and video communications without any programming or IT resources. Flimp Media also offers clients globally scalable, low cost content delivery and streaming media solutions powered from the Amazon cloudfront. For more information visit [www.flimp.net](http://www.flimp.net).