

Make Mama Proud

FOR IMMEDIATE RELEASE

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[Johnson City, TN January 7, 2020] - This year, the Northeast Tennessee American Advertising Federation's Public Service Committee has turned its focus to sustainability with the launch of the Make Mama Proud campaign. The committee spearheading this movement consists of young, local professionals striving to make a positive impact on "Mama Earth" by promoting eco-friendly choices, raising environmental health awareness, and encouraging people to "Make Mama Proud" by pledging to live more sustainably.

Social media will play a huge role in educating and informing the audience, touching on topics from reduce-reuse-recycle to fracking. Users across Facebook, Instagram, Twitter, and Pinterest can follow MakeMamaProudTN to stay in-the-know with sustainability advice from Mama, earth health facts, and more. The committee will plan to have a presence at local events throughout the Tri-Cities region to highlight how one decision can make a huge, long-term, positive impact on Mama's health.

The Make Mama Proud committee is not looking for monetary donations from the public. Instead, they ask for one thing: take the pledge to "Make Mama Proud" by adopting at least one small change into your daily activities to live a more sustainable life. You can start making a difference today by signing the pledge at MakeMamaProudTN.com.

If you are a local business and would like to collaborate with the committee on this effort, the team is looking for help to purchase awareness-boosting marketing materials. Visit MakeMamaProudTN.com/Collaborate for a full list of marketing material needs or to contact the committee regarding a collaboration with your business.

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If you would like more information about this cause, please contact the Make Mama Proud committee at makemamaproudtn@gmail.com.

See makemamaproudtn.com/press for branding materials.