

FOR IMMEDIATE RELEASE  
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## Derse Adds a Bounce in the Step of Shade Tree

**Milwaukee, Wis.** – As part of its ongoing “Step Outside your Comfort Zone” campaign, Derse, a face-to-face marketing agency, donated over \$1,000 worth of shoes to Las Vegas-based charity Shade Tree. The charity provides shelter for women and children who are escaping unsafe situations and are looking to rebuild their lives.

Over 55 pairs of shoes have been delivered to Shade Tree as a way to encourage the women and children living there to continue on their journey to stability and self-reliance. Shade Tree was founded in 1990 and has grown to be the largest shelter in the state, providing over 100,000 nights of shelter per year. Services are provided to those staying in the shelter free of charge, so the charity relies heavily on donations from generous patrons.

“Meeting the basic needs of each woman and child seeking help from The Shade Tree can be challenging,” emphasizes Marlene Richter, Executive Director of Shade Tree. “This amazing donation of shoes becomes the solution to a daunting challenge and a blessing to those who came in seeking safe shelter with only what they were wearing. New shoes are always a treat and sharing this precious donation during Back to School time is such a blessing. We are so pleased to have the support to meet the needs of every new family as they arrive.”



On behalf of Derse Marketing, Logan Terry (right) presents Shade Tree’s Rick Jackson (left) and Marlene Richter (center) with a box of brand new shoes for the children at the shelter. The donation was the concluding element of Derse’s Exhibitor2011 *Step Outside Your Comfort Zone* tradeshow campaign.

### About Derse:

Derse is a complete face-to-face marketing agency with a smarter approach to building client sales and managing their trade show, marketing environment and event programs. Derse helps organizations align face-to-face marketing efforts with broader business strategies through:

- Experiential Marketing strategies that help increase sales
- Program management tactics that help control and reduce costs
- Creative architectural and graphic solutions that attract a target audience

Derse has received honors including recognition as one of the “World’s Top Event Marketing Companies” (#7) by Advertising Age magazine; and Derse’s national headquarters received Silver-level LEED certification, an industry-first for face-to-face marketing industrial facilities. Derse employs more than 350 people in Atlanta, Chicago, Dallas, Indianapolis, Las Vegas, Los Angeles, Milwaukee, Minneapolis, New Jersey, Pittsburgh, Phoenix, San Diego and San Francisco. For more information, visit [www.derse.com](http://www.derse.com) or follow us on Twitter at [www.twitter.com/dersesocial](http://www.twitter.com/dersesocial)

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