

## FOR IMMEDIATE RELEASE

Contact:  
Rachel Jacobs  
305.788.1849  
[rjacobs@bluetreemarketing.com](mailto:rjacobs@bluetreemarketing.com)

### **BlueTree Marketing Helps Nonprofits Leverage the Power of Social Media**

**AVENTURA, FL, October 14, 2009** – As we are continuing to move forward as a company that represents change and innovation, recently, BlueTree Marketing Corp. announced the launch of our Online Community suite of services.

Nonprofits nationwide are beginning to realize the power of building their brands through online communities. E-philanthropy and social networking are all the rage these days. They are friendly on an organization's wallet while promoting their cause globally. However, if not developed, maintained, and promoted correctly, cost-effective online communities become a tremendous waste of valuable time and resources.

BlueTree Marketing has developed a Web 2.0 marketing service to help organizations create and grow an active community of supporters, donors, and volunteers.

#### ***About BlueTree Marketing.***

BlueTree Marketing specializes in Web 2.0 marketing & online fundraising auctions, BlueTree Marketing provides a turn-key Internet strategy to help organizations grow an active online community that interacts with its supporters and manages the organization's brand online. BlueTree Marketing has also designed an online auction solution specifically designed to meet the fundraising needs of schools and nonprofit organizations. Our online auctions create opportunities to increase revenue and awareness by reaching out to new donors and opening up fundraisers to a wider audience.

For more information about BlueTree Marketing, including current and recently concluded auctions, visit [www.bluetreemarketing.com](http://www.bluetreemarketing.com).