

Customer Magnetism Helps Feed 100 Families During its Annual ForKids Thanksgiving Dinner Drive

National digital marketing agency seeks to rally local community and aid record number of ForKids families in 2013.

VIRGINIA BEACH, VA, USA, November 18, 2013

[/EINPresswire.com/](http://EINPresswire.com/) -- While many of us take for granted that a belly-heavy spread will grace our dining room tables on Thanksgiving Day, this is a mere dream for more than 400 Hampton Roads families in dire straits. 2013 marks the fourth year [Customer Magnetism](#), a locally-based national digital marketing agency, is spearheading efforts to supply a number of these families with a special Turkey Day meal through [ForKids](#) – a record 100 to be exact. The firm is asking other local businesses and citizens to assist their efforts in reaching this new goal, ensuring many ForKids families will enjoy a traditional Thanksgiving dinner.



Customer Magnetism staff assemble Thanksgiving meals during ForKids' 2012 Thanksgiving Dinner Drive.

Over each of the past few years, Customer Magnetism partners have matched staff efforts to collect items for the annual ForKids Thanksgiving food drive, resulting in 50 families enjoying a

hot meal on the holiday. The firm is ForKids' largest supporter of its annual Thanksgiving food drive. "This year, we set a lofty goal of 100 meals - double the amount from previous years – and are encouraging fellow business owners and individuals to join us in this cause," said Aaron Leslie, president, Customer Magnetism. "It seems that small non-profits in our backyard can easily be overlooked for the national giants regularly making headlines, so we feel it's important to give back to our local community."

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"In 2012, ForKids fed 270 families through the generous

donations to our Thanksgiving dinner drive," said Bill Young, chief development officer of ForKids. "Given our record amount of need this year, we are so thankful Customer Magnetism

has set the bar even higher and is seeking out participation from others. They are a treasured partner and friend in our efforts to break the cycle of homelessness and poverty in Hampton Roads, which affects families, especially kids, 365 days a year."

The ForKids Thanksgiving dinner program is a soup-to-nuts meal, providing more than 20 items consisting of both traditional Thanksgiving foods, such as canned sweet potatoes, collard greens and cranberry sauce, as well as cooking and clean-up accoutrements like aluminum foil, a roasting pan and dishwashing liquid. The basket is topped off with a \$10 - \$15 grocery store gift card for purchasing a turkey. The full list can be found on www.ForKidsVa.org, and a single basket is valued at approximately \$50. Recipient families are current or former ForKids clients and the organization works with community partners such as the Food Bank and local churches to make sure any extra food received is put to good use.

Complete dinner meals, grocery store gift cards or monetary donations may be dropped off at two locations. Customer Magnetism will accept donations from 9 a.m.–6 p.m., Monday through Friday, and is located at 2697 International Parkway, Parkway Seven, Virginia Beach, 23452. The second site is Good Mojo at 2411 Granby Street, Norfolk, 23517, between the hours of 11 a.m.–5 p.m., Monday through Saturday. Those interested in donating money to go towards the purchase of a Thanksgiving dinner can do so by either writing a check to ForKids noting "Customer Magnetism T-Day Drive" on the memo line, or by clicking on the "Donate Now" button on the ForKids website. The website uses a secure portal and patrons should designate their donation by adding "Customer Magnetism T-Day Drive" in the "In honor of" box. Preferable deadline for drop-offs is Friday, November 22, in order to assemble meals before Thanksgiving Day, although donations will still be accepted through noon on Wednesday, November 27.

A full 100% of donations will go directly to ForKids families. For more information, contact Customer Magnetism at 757-689-2875 or ForKids at 757-622-6400.

About Customer Magnetism

Customer Magnetism is an award-winning, national digital marketing agency providing services in search, social, content and design/development. Founded in 2000, Customer Magnetism was one of the first agencies established to solely focus on helping clients achieve their business goals in the digital space. Based in Virginia Beach, Va., the firm has now been listed twice on the Inc. 5000 List of America's Fastest Growing Private Companies and possesses a past and current client roster including Sallie Mae, Liberty Tax Service, Volvo and KETTER USA. For more information, call 757.689.2875 or visit www.CustomerMagnetism.com.

About ForKids

ForKids is a local non-profit agency founded 25 years ago with a mission to break the cycle of homelessness and poverty for families and children. ForKids currently serves more than 150 families on any given day with over 300 children throughout South Hampton Roads.

Press release courtesy of Online PR Media: <http://bit.ly/1bz9uoA>

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