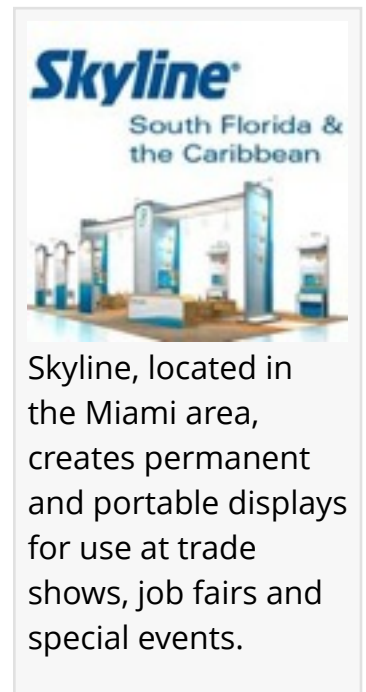


Miami Exhibit Designer, Skyline South Florida, Donates To Local Hunger Advocacy Agency

Skyline South Florida, a trade show exhibit manufacturer, has donated funds to Feeding South Florida, a local hunger advocacy agency.

HALLANDALE, FL, USA, December 23, 2013 /EINPresswire.com/ -- 'Tis the season for office parties, holiday lunches and all sorts of goodies in the company lunchroom. It is also time the time of year that businesses like [Skyline South Florida](#) reach out and show appreciation to that special client or vendor partner. Typically, this appreciation is expressed through customized holiday cards. This year, the Miami event design firm is trying something different: digital greetings.

Skyline South Florida decided to make the switch to help their dollars go farther. The money saved on creating and purchasing printed customized cards will instead be donated to breast cancer research and Feeding South Florida, a local hunger advocacy organization that is located near the trade show design firm's [Hallandale offices](#).



Skyline, located in the Miami area, creates permanent and portable displays for use at trade shows, job fairs and special events.

"Skyline has always been a big proponent of sending holiday cards to our clients. It shows people that you appreciate working with them and is also a subtle way to get your brand in front of them. This year we are doing something different. Instead of holiday cards we opted to send a customized email to our clients and vendors. We believe that if the seasonal email is

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Eric Weinberg

composed tastefully, it can have the same reach and impact as mailed cards," said [Eric Weinberg](#), President of Skyline South Florida (<http://www.skyline-sfl.com>).

Skyline South Florida is not alone in their decision to send digital greetings. Today, more and more businesses are turning to well-crafted emails to express their holiday cheer. Quite often, these emails serve a dual purpose; they send a holiday message and provide a method of business promotion through interactive links. Skyline South Florida has added a third purpose to the greetings - to give back.

"By emailing our holiday greetings to our clients and vendors, we were able to save money on the costs of creating, printing and mailing cards. We decided to use this as an opportunity to give back by donating the money we saved to local charities. We chose Feeding South Florida and a major breast cancer organization," noted Weinberg.

Skyline designs and manufactures exhibits and provides related services such as logistics, labor, storage and repair services. Skyline is a creative company, similar to an advertising agency.

Feeding South Florida's mission is to end hunger in South Florida by providing immediate access to nutritious food, leading hunger and poverty advocacy efforts, and transforming lives through innovative programming and education.

To learn more about Feeding South Florida, please visit: www.feedingsouthflorida.org. To learn more about the services offered by Skyline South Florida or to view their showroom in Miami, visit <http://www.skyline-sfl.com>.

About Skyline South Florida:

Skyline South Florida designs and manufactures exhibits for companies that participate in trade shows and special events. With a high level of practical experience and industry knowledge, the company provides clients with exhibits that maximize their brand. Skyline provides a full offering of exhibit rentals along with full turnkey asset management services. They can match any size and budget, ranging from tabletop displays and portable displays to modular inline exhibits and large-scale island exhibits.

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