

Float designer Innis Maggiore teams with Heart Brands for Pro Football Hall of Fame Grand Parade first

The Heart Brands Group and the agency collaborated to create the new nonprofit section for the fifth-largest parade in the United States.

CANTON, OH, UNITED STATES, August 10, 2026 /EINPresswire.com/ -- Innis Maggiore, the nation's leading positioning ad agency, partnered with Heart Brands, the parent company of local businesses and nonprofits including A Blessed Path, Delta V Management, Just Like You & Me, and ReliaRide Medical Transportation, to

create a new opportunity for Stark County nonprofits to make a major impact at the 2026 Pro Football Hall of Fame Grand Parade held Sat., Aug. 8. Connor and Aleena Orban, owners of the Heart Brands, teamed with Innis Maggiore to create the first-ever nonprofit section of the Grand Parade.

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Mark Vandegrift, Innis Maggiore President & CEO

The goal of the new nonprofit section was to offer excellent exposure for many local nonprofits that provide extremely valuable services to the community but might not otherwise receive significant public recognition. The Grand Parade draws more than 200,000 spectators annually.

The Heart Brands companies funded each nonprofit's float rental and float buildout, and Delta V Management and Just Like You & Me provided trucks to tow the floats.

Serving as [float designer](#), Innis Maggiore donated its creative and project management services to ensure the nonprofits got the support they needed to succeed. The Heart Brands companies and Innis Maggiore also provided support staff who volunteered numerous hours of their time



Float designer Innis Maggiore teamed with the Heart Brands on the Rudolph float.

to plan, assemble, and coordinate float building.

Both floats Innis Maggiore and the Heart Brands Group built earned awards. “The Gift of You” float, featuring Just Like You & Me and Vocal Fusion and sponsored by A Blessed Path, Innis Maggiore, and CEI, won the “Chamber Award — Best Display of Enthusiasm.” The “Rudolph” float, featuring Stark A11y, Philomatheon Society of the Blind, and Triad Deaf Services and sponsored by ReliaRide Medical Transportation, Innis Maggiore, CEI, Delta V Management, Rock Solid Cut Stone, Alside, Tamko, and SRS, won the “Mayor’s Award — Best Display of Animation.” Vocal Fusion also provided music for the “Rudolph” float.

Last year, Innis Maggiore donated the design of the Grand Prize-winning float for GiGi’s Playhouse, which ReliaRide supported financially. Innis Maggiore President & CEO Mark Vandegrift is pleased the agency could help to make a difference this year, too.

“Serving our community has been a priority for our agency and our associates since Innis Maggiore was founded in 1974,” said Vandegrift. “So, it was only natural for our team to partner with the Heart Brands Group to provide an opportunity to better position several organizations that are doing wonderful work here in Canton and throughout Stark County. The added benefit is that people in the community in need of the services these organizations provide had the opportunity to learn more about them. It’s truly been a grand experience.”

Heart Brands President Connor Orban shared his excitement watching the Heart Brands mission come to life during the parade.

“Heart Brands is not only about building businesses, but also creating paths for an infinite impact,” said Orban. “This nonprofit section was the perfect demonstration of our vision in multiplying the missions of our organizations, but also those of other nonprofits. These



The Community Christmas section of the parade was supported by float designer Innis Maggiore and the Heart Brands.



Santa & Mrs. Claus in float designer Innis Maggiore, Heart Brands Community Christmas section.

moments of collaboration with partners like Innis Maggiore show the difference we can make when united in service to others."

Nonprofits that participated on floats this year included A Blessed Path, Just Like You & Me, Philomatheon Society of the Blind, Stark A11y, Triad Deaf Services, and Vocal Fusion. Nonprofits participating on foot this year included North Canton Playhouse and Vocal Fusion Youth Choir. The Caravan of Love Shower Bus and the Wishes Can Happen train also participated in the nonprofit section of the parade.

The theme of this year's nonprofit section of the Grand Parade was Community Christmas. To learn more or to make a donation to one of the participating nonprofits, visit <https://cantoncommunitychristmas.com/>.



Float designer Innis Maggiore teamed with Heart Brands on The Gift of You float.

About Heart Brands

Heart Brands maintains a unique suite of business ventures and charitable nonprofits that are designed to make an infinite impact within their communities. With a passion for serving others, the parent company designs and develops each of its subsidiary organizations to lead with compassion, kindness, and heart. The Heart Brands portfolio includes A Blessed Path, Delta V Management, Just Like You & Me, LN2Go, NEMTech, NetThropic, and ReliaRide Medical Transportation.

About Innis Maggiore

Innis Maggiore Group is recognized as America's leading positioning ad agency, building strong brand positions for companies around the world. The full-service integrated agency had 2025 capitalized billings of about \$24 million. Some of its key clients include Advanced Power, Aultman Health System, AultCare Health Plans, Babcock & Wilcox, BellStores, ForeverLawn, Goodwill Industries of Eastern North Carolina (GIENC®), Goodwill Industries of Greater Cleveland & East Central Ohio, GOJO Industries (PURELL), The Golf Crypt, JDM Structures, Kline Home Exteriors, KFC/Kendall House, MID'S True Sicilian Pasta Sauce, Midwest Industrial Supply, Mueller Electric, ReliaRide Medical Transportation, Robertson Heating Supply Co., SmithFoods/Prairie Farms,

Stark Area Regional Transit Authority (SARTA), Tremont Coffee Co., and WellLink Health Alliance.

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