

SANTA ANA, CA, August 21, 2014 /**24-7PressRelease**/ -- Orange County based non-profit marketing team, Forge 54, will be executing their 2nd annual marathon marketing weekend Sept. 12-14 at PeopleSpace in Irvine. Forge 54 board members have chosen Playworks SoCal as this year's non-profit to benefit from this unique, 54-hour marketing event and have launched their 2014 Indiegogo campaign for sponsors and donations.

With last year being the first ever Forge 54 event, the local non-profit plans on taking the 2014 event to the next level. Over 50 volunteers involved will be delivering new commercials, mobile apps, a redesigned website, and a social media and PR package to Playworks for free. Taking their increased number of participants, sponsorships and with the help of the recently launched Indiegogo campaign, these young professionals have already started prepping for the weekend and transforming their ideas.

"The big thing that Playworks needs help with is getting their mission out to the world," said Torrey Tayenaka, President of Forge 54. "Playworks wants to make sure that every kid has access to safe, inclusive play and we want to help them make this a reality. Schools involved have experienced less bullying, improved behavior in classrooms, and increased participation and learning."

According to Tayenaka and his Forge team, the volunteers involved in this event are donating the most valuable things they have to offer: creativity, experience and skills. Once the event is complete, Forge 54 will provide Playworks with tools and resources they need to accomplish their goals of reaching out to more schools and receiving more funding.

"We have a waiting list of schools that want us but we don't have enough resources to grow to every school in Southern California," said LaVal Brewer, Executive Director of Playworks SoCal. "We want Forge 54 to put us out of our jobs by helping us reach all schools across Southern California."

Forge 54 board members launched an Indiegogo campaign on August 18, to help fund their unique event. Since launching on Monday morning, the campaign has already raised over \$2,000. With a goal of \$10,000 by Sept. 17, Forge 54 is looking for sponsors and donors to help reach their goal of giving back to their community.

Community members and businesses interested in helping donate or sponsor the 2014 Forge 54 event can do so by visiting the Forge 54 Indiegogo campaign page

(<http://igg.me/p/894442/x>) or by donating through the Forge 54 website (<http://forge54.com/sponsor/>).

About Forge 54 Created by Torrey Tayenaka and powered by Sparkhouse, Devise Interactive and Ad2OC, Forge 54 is a collaborative, weekend-long marketing experience where advertisers, designers, developers, creatives, professionals and students donate their time and talents to create, inspire and support great causes. During each high-energy 54-hour event, Forge 54's expert creative teams adopt a non-profit organization and work together to revamp their marketing and branding efforts. More information is available on the Forge 54 website and Facebook page.

About Playworks Playworks is a national organization who believes recess should be a fun, safe and inclusive time for all children. They are the only non-profit organization in the country providing trained, full-time coaches focused on recess to hundreds of low-income schools in major urban areas. Coaches encourage kids to bring out the best in themselves and each other, and kids learn the value of fair play, compassion and respect. Playworks also provides training and technical assistance to schools, districts and youth organizations to ensure that every kid can have safe and healthy play that will transfer to success in the classroom and life. More information available on the Playworks website.