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For Immediate Release

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Broad Street Interactive Goes Red

Advertising and consulting agency donates hosting services and nearly 1 million ad impressions locally for Austin’s 22nd Annual AIDS Walk.

Austin, TX (PRWEB) October 3, 2009 — Charlie D. Ray, media strategist and principal of interactive advertising and consulting agency Broad Street Interactive, is proud to announce his support of Austin’s 22nd Annual AIDS Walk on Sunday, October 18 by offering hosting services and 1 million local ad impressions for the event.

Broad Street Interactive has turned its blog “Red” for the remaining days until the walk with donated ad space on its site as well as providing nearly 1 million online ad impressions on various media web sites in Austin through October 18 to help raise money for AIDS Services of Austin.

The company is encouraging other Austin sites to “Go Red” and join the online advocacy effort. If you are an Austin web site and would like to help out the 22nd Annual AIDS Walk Austin by spreading awareness and generating support for this cause, let us know by emailing us media@broadstreetinteractive.com or call our office at 512.275.6227. Multiple ad sizes are available in various formats and Broad Street Interactive can assist you in placing these ads on your blog or web site.



Other ways you can turn your site red during Austin Red Week:

- Change your site’s color scheme to red!
- Add this badge to your site with a link to the donate page: http://www.asaustin.org/site/PageServer?pagename=walk_donate
- Blog about it! Here are some facts:
 - By the end of 2008, over 6,000 people in Central Texas will be living with HIV.
 - That number is growing at an annual rate of 10.2% and has been for several years.
 - 56,300 people became newly infected with HIV in 2006.
 - New infection rates from the CDC are 40% higher than prior estimates.
 - 20% of people with HIV don’t know they are infected.

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About Broad Street Interactive

As a strategist and evangelist for new media, Broad Street Interactive works with clients to apply sound business principles to the fast-paced world of online marketing. Whether you are looking for lead generation, strong call-to-action campaigns, branding campaigns or trying to get organic search results online, we listen and then we deliver.

We won’t come at you with answers until we have asked the questions. We work with clients at all levels of online experience. From internet startups to large brick and mortar companies, taking the time to create strong interactive strategies that deliver results is what we do best.

We are passionate about what we do and we get a kick out of helping our clients exceed expectations. Ask us to help you exceed yours.