



September 14, 2010

**For Immediate Release**

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## **Broad Street Interactive Sponsors Austin AIDS Walk**

AUSTIN, TX — Broad Street Interactive is proud to announce its support of [Austin's 23rd Annual AIDS Walk](#). This marks the second year that the digital media agency has donated online creative services and advertising to raise awareness of the annual event.

"Broad Street Interactive created a powerful tool with their AIDS Walk Austin ads that anybody can post to their website. Thanks to Charlie Ray and the folks at Broad Street Interactive, thousands of people will see ads that heighten awareness, reduce stigma and raise funds for lifesaving services and prevention education." Micah King, Communications Coordinator, AIDS Services of Austin

"We believe in giving back to our community and are proud to be a part of such a good cause," said Charlie Ray, president of Broad Street Interactive. The number of people living with HIV/AIDS in Texas is growing at about 6% annually. The annual AIDS Walk helps raise funds to support the efforts of AIDS Services Austin for community outreach, education and prevention services.

Broad Street Interactive is asking Central Texas websites to donate ad space on their site. "While we love that major publishers are donating ad space for the campaign, we also ask every blogger in Austin to put the ad on their own site and help us turn Austin red for a good cause."

To run the donated ad on your site, please contact the media department at Broad Street Interactive by email at [media@broadstreetinteractive.com](mailto:media@broadstreetinteractive.com).

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**About Broad Street Interactive**



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Broad Street Interactive, Inc. is a full service digital advertising agency located in Austin, Texas and Charleston, South Carolina. We manage online campaigns for a variety of traditional advertising agencies and direct clients. We specialize in providing measurable results with online campaigns.