

For Immediate Release  
April 10, 2006

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## **Top Creative Honor Bestowed to Plan USA and Newport Creative Communications for their “Cowpeas” Campaign**

**Warwick, RI, April 10, 2006** – Plan USA, one of the oldest and largest organizations helping the world’s poorest children, today announced that for the second straight year, it’s fundraising program and agency were recognized for creative excellence by the New England Direct Marketing Association.

The NEDMA awards were presented to Plan USA’s fundraising agency Newport Creative Communications for the “Cowpeas” campaign at NEDMA’s 25<sup>th</sup> Annual Awards Show ceremony in Boston on April 6. Newport won a Gold Award in the Integrated Media Campaign category, as well as a bronze for Fundraising/Non-Profit Mail.

As a long term client of Plan USA, Newport Creative developed the “Cowpeas” strategy and mailing. Overall, the campaign delivered dramatic results for Plan USA, generating net income 351% higher than the client’s goals. “We were thrilled with the mailing and its results,” said Karen Santilli, Plan’s Marketing Director.

The concept of the mailing focused around a humble little vegetable called the cowpea. The cowpea (also known as the black-eyed pea) is a nutritional powerhouse that, if made more widely and readily available could greatly improve the long-term nutritional status of children in the Kwale District of Kenya, Africa. A grant from USAID, matched by Plan USA, helped farmers grow more foods such as cowpeas to keep in the community rather than selling all of it away. The program also teaches parents why it’s important for children under age five to eat foods like these to prevent malnutrition. It also helps local women learn practical ways to put nutritious food on the family table.

“Using the specifics of the cowpea let us pique interest to introduce the larger nutrition program and the long-term benefit it will have for the people Plan USA serves in Kenya,” added Bruce Rutter, Plan’s Managing Director, Marketing & Communications. “This is less of a food program than a mix of an agriculture program and a microfinance program, in our view. Rather than airlifting food for daily survival, it encourages local farmers to grow more of a local crop that will be readily available even during droughts. Growing the crop benefits the farmer economically, encourages self-sufficiency in the fields and in

the villages, and it will improve child nutrition, child health and child survival in lasting ways. All from one little pea.”

Mike Walsh, Chairman of Newport Creative commented: “We’re proud of the awards we won for Plan USA, and pleased that NEDMA recognized our fundraising team. It's always satisfying to exceed a client's goals but to generate an improvement of 351% is off the charts.”

Forget Jack and the Beanstalk. The cowpea is the true magic bean!

### **About Plan USA**

Plan is a global movement toward a better world for children. Founded in 1937, Plan is one of the oldest and largest organizations of its kind. Plan’s grassroots, self-help programs assist more than 10 million children and their families in poor communities around the world. Plan is private, not for profit, and respectful of local religions and cultures. More information about Plan USA can be accessed at [www.planusa.org](http://www.planusa.org).

### **About Newport Creative Communications**

Newport is a leading fundraising consulting and direct response marketing agency serving the non-profit community exclusively. Recognized as a Top 50 Direct Marketing Agency by B to B Magazine, Newport currently serves more than 80 global, national and regional non-profit clients. More information about Newport Creative Communications can be accessed at [www.newportcreative.com](http://www.newportcreative.com).