



Press Release  
**FOR IMMEDIATE RELEASE**  
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### **Spirit Media Re-Brands Drive Away Hunger TV Campaign**

**Portland, OR, September 19, 2008** – Spirit Media, a Portland based creative agency, partnered with Portland Rescue Mission to produce a series of television commercials to re-brand the Drive Away Hunger campaign. The television commercials featuring Miss America 2002, Katie Harman, promote donating or buying a car to help feed and care for homeless people in the greater Portland area.

“We appreciate Spirit Media’s strategic thinking, creativity, resourcefulness and long-time support in our efforts to provide recovery services for hurting people,” states Bill Miller, Director of Development Ministry, Portland Rescue Mission.

The creative team at Spirit Media provided strategic consulting, scripting, green screen HD video production, graphic design, editing and mastering for broadcast. In the newly re-branded TV campaign, the audience is reminded that buying a reconditioned vehicle from Portland Rescue Mission is another great way to support the mission.

Spirit Media is an award-winning creative agency specializing in the strategy and development of marketing, sales and entertainment communications through video, interactive media and live events.

Portland Rescue Mission is committed to actively breaking the cycle of homelessness by creating a safe and healing environment for homeless men, women, and children.

To view the Portland Rescue Mission commercial, please visit:

[http://www.spiritmedia.com/index.php/portfolio/detail/re\\_brand\\_drive\\_away\\_hunger\\_tv\\_campaign/](http://www.spiritmedia.com/index.php/portfolio/detail/re_brand_drive_away_hunger_tv_campaign/)