



**FOR IMMEDIATE RELEASE**  
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## **HALOGEN TV WINS GOLD AT THE CAUSE MARKETING FORUM CONFERENCE**

**The "Soles4Souls – San Diego" Promotion Receives Halo Award as One of the Top  
Cause Marketing Campaigns of 2011**

Charlotte, NC – [Halogen TV has won a Gold Cause Marketing Halo Award in the Best Video Campaign](#) Category at the 10<sup>th</sup> Anniversary Cause Marketing Forum Conference in Chicago. The award was in recognition of the network's "Soles4Souls- San Diego" initiative.

The **Soles4Souls – San Diego** campaign was a two-week shoe drive and distribution event where local residents donated 8,000 pairs of new and gently used shoes (to be repurposed and redistributed for international emergency relief and microeconomic efforts). In addition, \$20,000 worth of new shoes (provided by national footwear companies) were given to five local youth charities in the San Diego community. More than 1,000 people, many of whom were children, were fitted with shoes.

"I'm so proud of our Shoes for San Diego production team for garnering the GOLD!" noted Halogen TV Founder and GM, Becky Henderson. "Our network strives to go beyond entertainment and actually inspire our viewers to *BE THE CHANGE*. That change begins with us. It was a blessing to fit children with shoes in my home town of San Diego and watch their faces light up. We couldn't have pulled off this campaign without the help of our partners: Cox communications, Soles4Souls, and the San Diego Padres. I'd like to thank the Cause Marketing Forum for acknowledging our efforts and for the work they do to draw

attention to worthy causes in our local and global communities. May we all be encouraged to keep fighting the good fight."

The recognition given to Halogen TV was one of 18 awards for the best cause marketing campaigns of 2011 by the Cause Marketing Forum. More than one hundred programs were entered in this year's competition.

"Cause marketing, the creation of mutually beneficial partnerships between companies and causes, has grown tremendously over the past ten years." commented Forum President David Hessekiel. "Today, the volume of cause-related campaigns in the marketplace makes it critical for companies and causes to create high quality programs if they want to engage consumers and generate financial and social returns on investment," said Hessekiel.

Now in their tenth year, the Cause Marketing Halo Awards are North America's highest honor in the field of cause marketing, awarded by the [Cause Marketing Forum](#), a company dedicated to providing business and nonprofit executives with the practical information and connections they need to succeed. Descriptions of all the Cause Marketing Halo Award winners can be found online at [www.CauseMarketingForum.com/halo2012](http://www.CauseMarketingForum.com/halo2012).

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#### **About Halogen TV**

Halogen is the first and only television network focused on socially-conscious entertainment featuring reality-based series, documentaries and films. Our 24-hour schedule highlights humanitarian, eco-friendly, and pop culture programming. Supported by an aggressive online, mobile and social media strategy, Halogen inspires viewers to make a difference in their community - and their world. Halogen TV - Be The Change.

#### **About Cause Marketing Forum**

Cause Marketing Forum, Inc. was founded in 2002 with the goal of increasing the number of successful company/cause alliances by providing business and nonprofit executives with the practical information and connections they need to succeed.

Our business is built on customer service and we are proud of the [appreciative feedback](#) we've received from many of the thousands of people who've attended our conferences, participated in our teleconferences, obtained information from our website and newsletters, entered our awards program or become CMF members.

If you seek to do well by doing good, we hope you'll become a part of the CMF community. We're hungry to hear about what is going on in the field and how we can serve you better. Don't hesitate to [contact us](#).