

PRESS RELEASE



Tom Furcillo
theteam@stillrolling.org
978-490-8472
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For Immediate Release

The Still Rolling Initiative was started to support the freelance production community. When sports, movies, and tv shows around the world stopped, so did the entire workforce. We are all feeling the impacts of the COVID-19 pandemic, and we are looking to help those in our community who are hurting the most.

Through the sales of limited-edition apparel, the **Still Rolling Initiative** is donating 100% of the net proceeds back to members of our community. In increments of \$500.00, we are giving out grants to those who have requested help or who have been nominated by a donor. Every little bit of support is important right now, so we hope this will help with groceries, car payments, rent & bills.

The Still Rolling Initiative is proud to collaborate with local artists, creators, and businesses to create custom apparel designs that are available through a limited-edition store, which releases new designs every few weeks. Sponsorship opportunities are available for companies looking to make a greater impact. Sponsorship packages are listed on the website which include customized t-shirt orders with your logo on the sleeve. We will also add your company logo/URL to the sponsor section on our page showing your support.

Since kicking off the initiative in April 2020, we have raised over \$6000 and have distributed \$1500 in the first round of grants.

For more information on the Still Rolling Initiative, please visit www.stillrolling.org or contact theteam@stillrolling.org

STILL ROLLING INITIATIVE ("SRI") is operating through a fiscal sponsorship with Players Philanthropy Fund (Federal Tax ID: 27-6601178), a Maryland charitable trust with federal tax-exempt status as a public charity under Section 501(c)(3) of the Internal Revenue Code. Contributions to SRI are tax-deductible to the fullest extent of the law.