

Cadient Group Supports Cradles to Crayons

Agency drive generates school supplies for the charity's Ready for School program

King of Prussia, Pa., September 1, 2011 – For the third consecutive year, **Cadient Group**, a leading provider of digital marketing services and technology-enabled solutions for the healthcare industry, has proudly donated to **Cradles for Crayons**, a Philadelphia-area, non-profit that provides low income and homeless children the essentials they need to feel safe, warm and ready to learn. The supplies will benefit the organization's **Ready for School** program, which is dedicated to improving children's self esteem by providing students with quality school supplies and a new backpack.

“At Cadient Group, we feel it is extremely important to give back to our local community to ensure its health and wellbeing,” said **Stephen Wray**, chief executive officer, Cadient Group. “This year's drive generated more than 230 pounds of supplies to Cradles to Crayons and we are thrilled to contribute towards their mission of helping children in need.”

To spur donations, Cadient Group holds an annual backpack-a-thon, in which teams compete to collect as many school supplies as possible. This year's teams collected supplies including pencils, pens, folders, glue sticks, rulers, erasers, calculators, colored pencils, crayons, dozens of books, and organizers.

Cadient Group's collection of new backpacks and school supplies aims to help Cradles to Crayons reach its 2011 goal of providing 15,000 stuffed backpacks to children in need. For more information on how to volunteer or donate, please visit www.cradlestocrayons.org.



About Cadient Group

Cadient Group is a leading provider of digital marketing services and technology-enabled solutions for the healthcare industry. Powered by our suite of agency services, consultation services and technological expertise, Cadient Group delivers sensible strategies that inspire possibilities. By leveraging emerging technologies to drive our own innovative solutions, we deliver impactful interactive customer experiences for healthcare professionals, consumers, caregivers and payers. Through strategic insights, audience activation and program optimization, we ensure that our clients' business objectives are achieved. For more information about Cadient Group, visit www.cadient.com.

About Cradles to Crayons

Cradles to Crayons works to provide, free of charge, low-income and homeless children from birth to pre-teen the basic essentials they need to be safe, warm, ready to learn, and valued. Cradles to Crayons also sets a foundation for lasting change through the meaningful, tangible volunteer opportunities it provides to thousands of youth and adults each year. For more information, please visit www.cradlestocrayons.org.

