



## **MEDIA RELEASE**

**CONTACT: Jan Fisher**

914-439-0203, [jfisher@npwestchester.org](mailto:jfisher@npwestchester.org)

### **Nonprofit Westchester Announces Inspiria Outdoor Sponsorship**

Corporate Partner to Support Leading Nonprofit Member Organization During These Challenging Times

**White Plains, New York – July 14, 2020**

Nonprofit Westchester is proud to announce that Inspiria Outdoor has become a Silver Sponsor, joining a growing group of area companies who have committed to supporting the county's sole membership organization dedicated to advancing the needs of the nonprofit sector and the people they serve.

"We are so grateful to work with and be supported by Inspiria" said Jan Fisher, Executive Director, Nonprofit Westchester. "They are a generous, thoughtful and community-driven business that truly understands the benefits of a strong and thriving nonprofit sector as intrinsic to the county's overall health and stability."

Outdoor advertising offers one of the lowest CPM's (cost per thousand impressions) of all advertising formats. Inspiria Outdoor is the only company of its kind in Westchester specializing in such advertising.

"The nonprofit community does great work that not enough people know about – we have seen this especially during the pandemic as the sector has been on the frontlines and behind the scenes providing critical care to our county's most vulnerable residents. Being a sponsor allows us to both understand the needs of these amazing organizations as well as to be a resource for them when they want to substantially grow awareness and name recognition," stressed Ronnie Ram, President and CEO of Inspiria Outdoor.

#### **About Inspiria Outdoor**

Inspiria Outdoor is singularly focused on Outdoor Advertising. Their primary objective is to substantially increase a company's brand recognition and exposure through strategic outdoor advertising placements. They are proud to guide our clients and agency partners in providing the best outdoor media mix available to meet their budgets and strategic goals anywhere in the country. Whether interested in airports, buses, rail, taxis, or specialty media, Inspiria is the partner in outdoor advertising!

#### **About Nonprofit Westchester**

Nonprofit Westchester (NPW) is Westchester's only membership organization dedicated solely to advancing and advocating for the needs and interests of the county's nonprofit sector and the people and communities they serve. Representing 180 nonprofit organizations and business members, the mission of NPW is to strengthen the visibility, capacity and impact of the nonprofit sector in Westchester County.

For more information, visit [www.npwestchester.org](http://www.npwestchester.org).