Active Science Taps 108 Degrees to Help Fuel Growth of Innovative STEM Learning Program

Unique Program That Combines STEM Learning with Physical Activity Engages Digital Marketing Agency for Content and Campaign Creation.

WINDHAM, N.H. (PRWEB) January 31, 2019 -- 108 Degrees Digital Marketing, a woman owned small business and full-service digital marketing agency, is pleased to announced the signing of Active Science for Kids as its newest client. 108 Degrees will create online content and interactive campaigns for the non-profit organization to strengthen brand awareness and market engagement.

Created in 2011, by Merrimack College Dean of Health Sciences, Kyle McInnis, Active Science for Kids is an innovative social enterprise that uses experiential-based learning to increase physical activity and promote academic achievement among children. Founded in the City of Lawrence, MA at the Merrimack Valley YMCA, it has since spread to over 25 locations across the U.S. thanks, in part, to widespread media attention as well as the initial financial support it received from the prestigious Robert Wood Johnson Foundation.

“We’ve been so pleased by the rapid initial growth of our program,” comments McInnis. “Now that we have proof of concept, it’s time to take our message and program to more communities so even more children and families can experience the benefits of Active Science.”

In recent years, 108 Degrees has seen an increased interest in digital marketing among non-profit organizations like Active Science.

“Savvy non-profits understand that to gain support for their missions they must build awareness and buy-in from their audiences just like any other brand,” comments 108 Degrees Founder and Principal, MaryAnn Pfeiffer. “With the proliferation of so many online platforms and social media outlets, the opportunities and channels in which to reach these audiences have greatly expanded, making digital marketing the best bet for businesses of all types.”

ABOUT ACTIVE SCIENCE FOR KIDS
Active Science for Kids is an innovative social enterprise using experiential-based learning to increase physical activity and promote academic achievement among children. Founded in the City of Lawrence, MA at the Merrimack Valley YMCA it has since spread to over 25 locations across the U.S. For more information, please visit www.activescienceforkids.org.

ABOUT 108 DEGREES DIGITAL MARKETING
For more than a decade, 108 Degrees Digital Marketing has been serving the New England area and beyond providing digital marketing services that work for businesses and nonprofits. A woman owned small business and full-service digital agency, 108 Degrees develops an online presence that builds and strengthens your brand using the most current technologies and standards, and a belief that technology should be a solution, not a limitation, to growing your reach. For more information, please visit www.108degrees.com.
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