



GREENLEAF
BOOK GROUP

PO Box 91869, Austin, TX 78709
512-891-6100
@GreenleafBookGr
www.greenleafbookgroup.com

FOR IMMEDIATE RELEASE

MEDIA CONTACT:

Ashley Jones, 512-891-6100, ajones@greenleafbookgroup.com

***Morgridge Family Foundation & Greenleaf Book Group:
Finalists for Pearl Award***

Greenleaf Book Group and The Morgridge Family Foundation have been named [finalists for the 2015 Pearl Awards](#) in the Association/ Nonprofit category. The Pearl Awards celebrate excellence in content marketing across print, digital, and multi-channel platforms.

*The Morgridge Family Foundation's "Every Gift Matters" campaign is dedicated to helping donors to nonprofits understand the power of their gifts and helping them give in a way that is personally meaningful. Their campaign advances this cause through social media, articles, blog posts, speaking, and their book, *Every Gift Matters*.*

In partnership with Greenleaf Book Group and Shelton Interactive, the Morgridge Family Foundation continues to spread their message and change the way people approach philanthropic giving.

Pearl award winners will be announced on November 10. Greenleaf Book Group and The Morgridge Family Foundation are honored to share a position on the shortlist alongside top nonprofit content marketers including the Association of National Advertisers, CPA Australia, and the MetLife Foundation.

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About Greenleaf Book Group

*Greenleaf Book Group is a publisher and distributor best known for its innovative business model, distribution power, and award-winning designs. Named one of the fastest growing companies in the United States by *Inc. magazine*, it has represented more than 1,000 titles, including more than 30 that have hit the *New York Times*, *Wall Street Journal*, or *USA Today* bestseller list.*

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About The Morgridge Family Foundation

The Morgridge Family Foundation invests in transformative gifts in education, conservation, health & wellness, and the arts.

www.everygiftmatters.com

About the Pearl Awards

The Content Council's Pearl Awards celebrate excellence in content marketing across print, digital and multi-channel platforms. Content Marketers - small and large; B2B and B2C; representing clients in a wide range of industries; and producing programs across multiple outlets - enter the Pearl Awards.

<http://thecontentcouncil.org/Pearl-Awards>



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