

PRESS RELEASE

FINN PARTNERS SELECTED TO PUBLICISE NOT-FOR-PROFIT CLOUD PLATFORM, THE GOOD EXCHANGE

Ongoing communications programme will raise brand awareness for start-up designed to connect funders and charitable causes across the UK

London – 29th August 2017 – Global communications firm, [Finn Partners](#), has today announced that [The Good Exchange](#), a not-for-profit transformational cloud platform, has selected the agency to build brand awareness and publicise its charitable giving in the UK.

The Good Exchange platform has been specifically designed to connect those organisations and individuals who have money to give to good causes, to those who need it most. It ensures matches for funding are viable and the giving process and spend is completely transparent, on a local, regional and national level.

“The Good Exchange has an exciting road ahead and we needed an agency that understood both our charitable intentions and the underlying innovative technology that underpins this,” said Marina Stedman, head of marketing at The Good Exchange. “Finn Partners’ own ethical values, combined with its experience and reputation for creative thought leadership campaigns across different sectors, made the agency a natural fit for us.”

Finn Partners has extensive experience in [PR programmes for technology companies](#) and is adept at tailoring these to individual markets, as well as specific experience in [CSR and social impact campaigns](#). Finn Partners intends to raise awareness with a two-pronged campaign; utilising extensive customer references and positioning the company as a thought leader on the future of funding in the UK.

“It is a privilege to be working for such a socially responsible company that is truly breaking new ground in charitable giving,” said Chantal Bowman-Boyles, managing partner, Europe, at Finn Partners, “Our experience in raising awareness for worthwhile causes and in technology will stand us in good stead to position The Good Exchange as the innovator connecting fundraisers and funding as they’ve never been connected before.”

About Finn Partners, Inc.

Founded in 2011 on the core principles of innovation and collaborative partnership, Finn Partners has tripled in size in just five years, becoming one of the fastest growing independent public relations agencies in the world. The full-service marketing and communications company's record setting pace is a result of organic growth and integrating new companies and new people into the Finn Partners world through a common philosophy. Finn Partners' mantra, *Work Hard, Play Nice*, infuses internal and external relationships, resulting in amazing work and an all-inclusive environment. With 540 professionals, Finn Partners provides its clients with global access and capabilities in the U.S., Europe and Asia, in addition to PROI Worldwide. Headquartered in New York, Finn Partners' other offices are located in: Chicago, Detroit, Fort Lauderdale, Jerusalem, London, Los Angeles, Munich, Nashville, Paris, Portland, San Francisco, Singapore and Washington D.C. Find us at finnpartners.com and follow us on Twitter [@finnpartners](#).

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