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## Kickin' pavement for a good cause

Directive Analytics sponsors Bigelow Tea's 22<sup>nd</sup> Annual Community Challenge

**directiveanalytics:** PUBLIC RELATIONS

On the morning of September 27<sup>th</sup>, employees, friends, and family of Directive Analytics courageously ventured out into the pouring rains of Fairfield County to participate in Bigelow Tea's 22<sup>nd</sup> Annual Community Challenge as an event sponsor. Our youngest team members participated in the Kid's Fun Run events, including a 50 yard scramble and half mile jog. Other team members took part in either the 2 mile Health Walk or the 5K Run. Our entire team was full of spirit and the camaraderie was obvious as our 5K runners cheered on our walking team at their start, and the walking team rounded out the morning rooting for the runners as they crossed the finish line.



This year's race benefited local charities including, but not limited to: Fairfield Senior Center, Sandcastle Playground, Wakeman Boys & Girls Club, YMCA of Fairfield, Mercy Learning Center, Cardinal Shehan Center, Music and Art Center for Humanity, Center for Women & Families, Janus House, Connecticut Food Bank, and Operation Hope.

*"Even though I was completely soaked by the end, I was proud of myself for finishing the race and being able to help with such a good cause." -Sarah King (Senior Project Director)*

*"Next year, I am definitely doing the 1 mile run!" -Emma Nelson (Age 7, youngest team member)*

Whether it was setting a personal record, enjoying a friendly walk, or doing something for one's health and well-being, everyone was a winner. The Directive Analytics team was honored to have been able to participate in and sponsor an event that significantly helps the local community, and is looking forward to participating in similar events in the future.

### About Directive Analytics

Directive Analytics is a full service Marketing Research company, located in Trumbull, CT. At Directive Analytics, we provide our clients with the consumer insight and strategic action plans necessary to set themselves apart and grow their business. We offer a blend of the methodological expertise and rigor of a traditional research company, along with the consultative approach of a marketing consultancy. Our people are the key to our success. Our collective experiences and education serve as the basis for developing new insights and partnering with our clients to generate the strategic action plans that will differentiate and add value to their business. For more information, please visit our website at [www.directiveanalytics.com](http://www.directiveanalytics.com) or email us at [info@directiveanalytics.com](mailto:info@directiveanalytics.com).