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For Immediate Release

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## **COMMUNITY ANALYTICS LENDS A HAND TO THE BALTIMORE COMMUNITY**

### **Employee Volunteers Show Their Support for the American Lung Association of Maryland**

March 2008 – Community Analytics, a research organization based on the principles of social networking, extends its gratitude to its employees for their contributions to Baltimore Stadium Trek in support of the American Lung Association. Community Analytics’ employees served as Route Marshalls, directing participants during the race through the stadium. Leading the volunteer efforts was Community Analytics’ own, Jeremy Boyer, Data Analyst.

Appropriately named “The Stadium Trek,” the event called upon sports enthusiasts from all over the region and featured a race through Orioles Park, all the way to M&T Bank Stadium, home of the Baltimore Ravens. To culminate the race, the American Lung Association hosted a celebratory tailgate for all participants.

The American Lung Association and Community Analytics’ charitable efforts made great strides in the Association’s mission to prevent lung disease, as they brought in roughly \$80,000 in gross proceeds throughout day.

“The Stadium Trek was a great opportunity to help support the American Lung Association while enjoying the home of our Orioles and Ravens, especially with Opening Day right around the corner. The teamwork was fantastic and we look forward to returning next year,” says Boyer.

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#### **About the American Lung Association of Maryland**

The American Lung Association of Maryland, now part of the American Lung Association of the Atlantic Coast, Inc., is the leading organization in Maryland working to prevent lung disease and promote lung health. With the generous support of the public, the American Lung Association of Maryland is “Improving life, one breath at a time.”

#### **About Community Analytics**

Community Analytics is a research organization based on the principles of social networking. We understand human networks and the roles they play in the decision making process. We offer customer engagement solutions that deliver measurable results in an ever-changing and customer-driven business environment. Through a combination of proprietary research and analytical techniques, Community Analytics helps you uncover these networks and create strategies to connect them with your brand.

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