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LISTEN UP ESPAÑOL TAPPING INTO NON-PROFIT ARENA

Spanish speaking call center, Listen Up Español exhibits to emphasize the importance of the Hispanic market for non-profit organizations

PORTLAND, ME- (July 20, 2011) – Listen Up Español will exhibit at the sixth annual Bridge to Integrated Marketing & Fundraising Conference. The event will be held at the Gaylord National Conference Center in Washington D.C. on July 20-22, 2011. The Bridge Conference unites non-profit organizations with service providers to network and share valuable information to benefit the non-profit industry.

Listen Up Español will be solidifying relationships with the top 20 non-profit organizations in the country. “We’re excited to attend the Bridge conference again this year as an exhibitor because these are the top organizations we will be helping to fundraise on such a large scale with a growing Spanish speaking population,” says Randall Anderson, Senior Vice President of sales.

Of the top 20 non-profit organizations, Listen Up Español has already serviced the campaigns of The Humane Society, Red Cross Haiti Relief, Children International, and Children’s Miracle Network Hospitals.

Children's Miracle Network Hospitals had implemented general market radiothons with great success for a number of years but was new to the Hispanic market. They hired a Spanish-speaking call center but the call center was unable to maintain the scale of their large marketing events. Consequently, Children's Miracle Center Hospitals decided to utilize Listen Up Español to handle their large marketing events. Robert J. Banner, Senior Vice President of Donor Direct Marketing from Children's Miracle Network Hospitals says, "Listen Up Español addressed all our issues directly and professionally, exceeding our expectations, and proving they were exactly what we were looking for in a Spanish-language contact center partner."

Listen Up Español will work with other non-profits to inform them of the growing U.S. Hispanic market. Hispanics account for 16 percent of the country's population, and that number is growing exponentially. It is projected that one third of the U.S. population will be Hispanic by the year 2050 (U.S. Census Bureau 2010). Listen Up Español will educate the non-profits that the Hispanic market is far too large and lucrative to ignore.

Listen Up Español is anticipating that their presence will help convey their message to fellow attendees: the Spanish-speaking donor base can play a significant role in the success of fundraising campaigns.

About Listen Up Español

Listen Up Español is the leading Spanish language call center for the U.S. Hispanic market. Operating in Portland, Maine and Hermosillo, Mexico, the company employs over 800 native Spanish-speaking agents and provides companies with teleservices to reach the U.S. Hispanic market with optimum results.

Listen Up Español offers Direct Response, non-profit, and corporate clients a broad range of call center services from inbound and outbound sales, customer service, and lead generation to Spanish campaign planning, scripting and advertising production services. With a focus on measurement, training and a sales psychology, Listen Up Español has the experience to turn customer interaction into revenue. For more information, visit www.ListenUpEspanol.com

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