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FOR IMMEDIATE RELEASE

A.H. Belo announces new cause marketing initiative FWD>DFW

Together with *The Dallas Morning News*, FWD>DFW will spark awareness, conversation, and measurable improvement in the equitable education and wellness of the Dallas-Fort Worth community

DALLAS, September 10, 2018 — Beginning on Sept. 9, 2018, North Texans will have a new resource for connection to the most critical issues impacting Dallas-Fort Worth. The first local initiative of its kind, FWD>DFW (fwddf.com) will inform and activate citizens about education and wellness issues that affect the short- and long-term economic prosperity of our region.

“Although Dallas-Fort Worth is thriving economically, there are people in our community who aren’t yet benefiting from this success. Businesses, government, nonprofits, and citizens need to work together to move forward together,” says Gillian Breidenbach, Executive Director of FWD>DFW.

As an extension of A.H. Belo Corporation, the parent company of *The Dallas Morning News*, FWD>DFW will curate content and information about these key issues while offering ways that citizens can take action and help.

“The mission of A. H. Belo is to make our communities stronger and more prosperous through quality journalism and innovative marketing solutions,” says Grant Moise, publisher of *The Dallas Morning News*. “FWD>DFW will take our support to a new level. We’re inviting other businesses to join us in embracing the challenge of engaging all of Dallas-Fort Worth in philanthropy.”

Part of FWD>DFW’s content will include feature stories on local companies that are paying it forward by making corporate giving and social responsibility a key part of their mission, thus fostering an impassioned workforce that cares about making North Texas a better place for future generations.

FWD>DFW will evolve to include actionable connections to causes; video profiles of community leaders; and other features and events that will help spark activism in the areas of education and wellness.

“We aim to raise awareness of education, health and wellness needs in the community and showcase the innovative ways nonprofits are meeting those needs,” said Breidenbach. “We

also want to inspire citizens and corporate partners to get involved in volunteerism, fundraising, and advocacy.”

The founding partners of FWD>DFW include Baylor Scott & White Health, *The Dallas Morning News*, and Toyota.

Everyone is invited to be a part of the FWD>DFW movement by visiting fwddfwd.com; signing up for the email newsletter; and following the latest FWD>DFW updates on social media.

About A. H. Belo Corporation

A. H. Belo Corporation is a leading local news and information publishing company with commercial printing, distribution and direct mail capabilities, as well as expertise in emerging media and digital marketing. With a continued focus on extending the company’s media platform, A. H. Belo Corporation delivers news and information in innovative ways to a broad spectrum of audiences with diverse interests and lifestyles. For additional information, visit www.ahbelo.com or email invest@ahbelo.com.