

*of gold*

*hearts of gold*

**small business leadership award**  
**KEEVAN WHITE, WHITESPACE CREATIVE**



Keevan White established WhiteSpace Creative in 1994 after seven years with The Little Tikes Company, where he managed a creative team. Initially a one-man operation, WhiteSpace has evolved into a fully-integrated marketing resource firm that today employs 20 marketing professionals and averages a 30 percent annual growth.

Keevan annually shares his and his agency's talents with deserving non-profit organizations throughout Northeast Ohio. Through a national event called CreateAThon™, WhiteSpace has provided pro-bono marketing and communication services to more than 50 local non-profits during annual 24-hour marathons. All staff members voluntarily work around the clock to create projects ranging from marketing and concept development to copywriting and design of print, broadcast and interactive media. WhiteSpace's fifth-annual CreateAThon was held on September 14, 2006 and produced pro-bono marketing and communications services for 19 local nonprofits (plus one from New Orleans that was devastated by Hurricane Katrina), with a total market value of approximately \$85,000.

WhiteSpace's commitment to business growth, community service and award-winning creative talent has been widely recognized.

Additional information can be accessed through the WhiteSpace website at [www.whitespace-creative.com](http://www.whitespace-creative.com).

Nominated by: Josie McElroy, Director of Development,  
Akron Canton Regional Foodbank