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For Immediate Release

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Prairie District Neighborhood Alliance Named Constant Contact's All Star Three Consecutive Years

The PDNA's use of Constant Contact products and services helped increase its overall marketing performance and deepen its engagement with South Loop residents, businesses, neighbors and stakeholders.

Chicago, IL — March 12, 2013 – The Prairie District Neighborhood Alliance (PDNA), a South Loop Community Organization, has received the 2010 and 2011 All Star Award and now, the 2012 All Star Award from [Constant Contact, Inc.](#), the trusted marketing advisor to more than 500,000 small businesses and organizations worldwide. The PDNA is one of Constant Contact's 2012 top performers and most prolific user of its tools, whether within Constant Contact's email marketing, event marketing, social media marketing, or survey products – or a combination of all four. Only 10% of Constant Contact customers achieve All Star status every year. The fact that the PDNA managed to do it for three consecutive years puts the PDNA in an even more elite class, making their accomplishment even more noteworthy.

"We're happy to be recognized by Constant Contact for our use of email marketing. Constant Contact's tools have helped us to offer engaging and Free PDNA email updates, social media and newsletters on community events; development news; educational, historical and cultural programs; select surveys and other important community news and information," said Tina Feldstein, PDNA President. "We will also be using Constant Contact's tools to launch many highly anticipated events and programs in 2013," Feldstein added.

Constant Contact looked at criteria including the following when selecting this year's All Stars:

- Level of engagement with email campaigns and events
- Open, bounce, and click-through rates
- Event registration rates
- Use of social sharing features
- Use of mailing list sign-up tools
- Use of reporting tools

"We're always delighted when small businesses and nonprofits are successful," said Gail Goodman, CEO of Constant Contact. "We're honored to recognize the Prairie District Neighborhood Alliance as an All Star for three consecutive years, and to be able to shine the spotlight on its achievements in 2012."

About the Prairie District Neighborhood Alliance

The Prairie District Neighborhood Alliance is a community organization whose mission is socially conscious and supportive neighbors creating an inclusive and welcoming community. The PDNA, founded in 2006, has grown to provide support and representation to thousands of residents and businesses residing in and around the [Prairie Avenue](#) District, Central Station and Museum Park, Motor Row, District, South Michigan Avenue corridor, as well as the broader South Loop and Near South Side.

About Constant Contact, Inc.

Constant Contact is revolutionizing the success formula for small organizations through affordable, easy-to-use Engagement Marketing™ tools that help create and grow customer relationships. More than 500,000 small businesses, nonprofit organizations, and member associations worldwide rely on Constant Contact as their engagement hub for starting and driving ongoing customer dialogs through email marketing, social media marketing, event marketing, and online surveys.



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