

# market

A NEWSLETTER FOR JAVITS CENTER CUSTOMERS



## SMX Donates Backpacks to NYC School

October 2015

Earlier this month, SMX donated nearly 200 backpacks to a Manhattan elementary school following their successful event at the Javits Center on Manhattan's West Side. Coordinated by a team of Javits Center employees, this donation is a part of the Javits Center's new community outreach efforts designed to establish productive partnerships among event organizers, community groups and local businesses. Guardian Angel School, an elementary school on 10<sup>th</sup> Avenue in Chelsea, received the SMX East-branded backpacks for students, with SMX earning praise from the school's leadership for their generosity.

SMX, known as Search Marketing Expo, is the only conference series devoted to search marketing, according to event organizers.

"The Javits Center was constructed to support New York's communities, and coordinating this wonderful donation from SMX continues that tradition," said Tony Sclafani, Senior Vice President and Chief Communications Officer. "We are proud to work with our partners at SMX to ensure that these backpacks go to the New Yorkers who certainly need them – our students!"

If you are an event manager at the Javits Center who is interested in donating goods or services, please reach out to Communications Manager Priscilla Odoom at [podoom@javitscenter.com](mailto:podoom@javitscenter.com).



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[javitscenter.com](http://javitscenter.com) |  
[market@javitscenter.com](mailto:market@javitscenter.com)

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