

2019-J174

Senate Resolution No. 174

BY: Senator BRESLIN

COMMENDING Fingerpaint upon the occasion of its designation for special recognition by the Albany Fund for Education on October 12, 2018

WHEREAS, It is the custom of this Legislative Body to recognize that the quality and character of life in the communities across New York State are reflective of the concerned and dedicated efforts of those businesses and individuals who would devote themselves to the welfare of the community and its citizenry; and

WHEREAS, Attendant to such concern, and in full accord with its long-standing traditions, this Legislative Body is justly proud to commend Fingerpaint upon the occasion of its designation for special recognition by the Albany Fund for Education to be celebrated at its 21st Annual Gala on Friday, October 12, 2018, at Renaissance Albany Hotel in Albany, New York; and

WHEREAS, The Albany Fund for Education (AFE) strives to enhance opportunities for students to learn, grow, and succeed by building community partnerships, raising funds, and investing in innovative and effective programs and projects that build equity and strengthen the educational infrastructure of the City School District of Albany; and

WHEREAS, Fingerpaint is an independent, full-service marketing

agency which was founded in 2008; its services include brand and product development, strategic planning, digital and multichannel marketing, social media, public relations and brand journalism for industries including education, entertainment, financial services, healthcare, pharmaceutical, real estate, and travel and tourism; and

WHEREAS, Fingerpaint is receiving this auspicious award for its pro-bono effort to revamp AFE's logo, website, letterhead and promotional materials; through their generosity, AFE has been given the opportunity to enter into its third decade invigorated and poised to increase its impact and improve its outcomes; and

WHEREAS, Under the luminous leadership of founder Ed Mitzen, Fingerpaint runs on five principles: We're independent by design; We're people first; We invest in our clients; We create outside the lines; and We don't just build brands, we activate them; and

WHEREAS, For its unremitting commitment to its clients and the marketing industry, Fingerpaint has been the recipient of numerous awards and accolades including the 2018 Heart Award by Med Ad News for its commitment to philanthropy and social causes; and

WHEREAS, In addition, Fingerpaint was named a 2017 finalist for Agency of the Year by Med Ad News, MM&M and PM360; in that same year, it was selected PR & Marketing Agency of the Year by the Business Intelligence Group, and for the past five years, Fingerpaint has been included on Inc. Magazine's list of the 5,000 Fastest Growing Companies; and

WHEREAS, Furthermore, Ed Mitzen was honored as 2016 Industry Person of the Year by Med Ad News and a 2017 Top Boss by Digiday; and

WHEREAS, It is the sense of this Legislative Body that when businesses of such noble aims and accomplishments are brought to our attention, they should be celebrated and recognized by all the citizens of this great Empire State; now, therefore, be it

RESOLVED, That this Legislative Body pause in its deliberations to commend Fingerpaint upon the occasion of its designation for special recognition by the Albany Fund for Education on October 12, 2018; and be it further

RESOLVED, That a copy of this Resolution, suitably engrossed, be transmitted to Ed Mitzen, Founder, Fingerpaint.