



**Melanoma Foundation of New England
Selected to Represent Non-profits in Constant Contact's
Small Business Innovation Program**

Four-month program will offer access to marketing products and innovation know-how to grow melanoma prevention programs nationwide

CONCORD, Mass. – February X, 2015 – Deb Girard, Executive Director of the Melanoma Foundation of New England (MFNE), announced today that the organization has been chosen by [Constant Contact[®], Inc.](#) (NASDAQ: CTCT) to represent non-profits in the second class of the company's [Small Business Innovation Program](#), a four-month residency program designed to support entrepreneurs and startups as they solve problems for small businesses. MFNE will join five small business startups for the program in Constant Contact's Small Business Innovation Loft (InnoLoft), a 30,000 sq. ft. office space at the company's Waltham headquarters.

As the region's largest non-profit dedicated to melanoma education and prevention, MFNE will represent the non-profit sector from an innovation perspective. In the InnoLoft MFNE will be able to leverage Constant Contact's expertise and resources to grow and promote their melanoma prevention programs to a national audience. MFNE's proprietary educational programs include "Your Skin Is In," an award-winning anti-tanning program for teens; "The Skinny On Skin" – MFNE's melanoma-spotting program for hair stylists and skin-care professionals, and "Billy's Buddies" – a support program that partners patients and their caregivers with help navigating melanoma treatments.

"We are grateful to Constant Contact for selecting MFNE to join the startups in the InnoLoft," said Girard. "Although our organization is non-profit, our marketing and promotional concerns are the same as any small business – we want our education programs to reach specific core audiences so the prevention message is heard. During our time in the InnoLoft we look forward to using online marketing tools that will help grow our educational message to a broader national audience."

"Selecting MFNE to join the startups in the InnoLoft and represent non-profits was an easy choice, as over the past 15 years they have grown to become one of the most impressive and inspirational non-profits in the New England region," said Andy Miller, Chief Innovation Architect at Constant Contact. "Seeing that non-profits are one of Constant Contact's core audiences, we are excited to find innovative ways to now help MFNE raise awareness of their critical work and begin to expand their influence nationwide."

About the InnoLoft

The second class of Constant Contact's Small Business Innovation Program will run from February-May 2015 and will feature the addition of access to Constant Contact's [Test Drive](#)—a network of more than 7,000 small businesses that have opted-in to test and provide feedback on new Constant Contact products and services—to the [benefits](#) participants receive. Additionally, two startups that show exceptional growth and success during their tenure will be invited to remain at the InnoLoft for two extra months to take further advantage of Constant Contact's resources.

The five startups participating in the Innovation Program's second class include:

- [Cloze](#): Cloze is launching a new premium app that uses data science to help small business professionals proactively keep on top of their relationships. Cloze is headed by Boston technology veterans Dan Foody

and Alex Cote.

- [FamilyID](#): Founded by CEO Rochelle Nemrow, FamilyID is a self-serve online registration and payment platform for small organizations that regularly host programs—such as schools, camps, and clubs. Located in Boston, FamilyID also offers integrated merchandizing solutions for small businesses and an online directory of programs for consumers.
- [Faze1](#): Cambridge, MA-based Faze1 is a data-as-a-service solution that delivers consumer data to small businesses in a mapping interface for optimizing direct marketing campaigns. Faze1 was founded in 2013 by entrepreneurs Marc Guy, Adam Hanna, and Eliot Goodwin.
- [Itsgr82bme](#): Itsgr82bme helps small businesses connect to customers by offering consumers one central location to find family-friendly things to do and places to go, as well as products and services in their local communities or on the go. The New Jersey-based startup is founded by Brooke and Michael Webb.
- [Ureserv.com](#): Ureserv.com is a cloud-based online restaurant reservation and table management system. Founded in 2012 by Boston-based engineer Van Garrett and restaurateur Jeffrey Gates, Ureserv.com has [already processed over 10 million online reservations](#)

For more information and to apply for future classes of the Small Business Innovation Program, please visit <http://smbinnoloft.com/> and follow [#SMBInnoLoft](#) on Twitter.

For more information about the Melanoma Foundation of England, programs, or corporate sponsorship opportunities, please see www.mfne.org and follow [@MelanomaFdNE](#) on Twitter.

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About MFNE:

MFNE is a non-profit advocacy organization that works to reduce the incidence of melanoma in the New England region. As the largest non-profit in the region dedicated to skin cancer awareness and early detection, MFNE provides a variety of free education programs targeting the prevention of skin cancer for children, teens and adults. MFNE's *Your Skin Is In* program was recognized by the American Academy of Dermatology with a Gold Triangle award in 2009. MFNE also assists patients and their caregivers struggling with melanoma by offering support groups and their "Billy's Buddies" program. Learn more about MFNE at www.mfne.org.

About Constant Contact® , Inc.:

Constant Contact helps small businesses do more business. We have been revolutionizing the success formula for small businesses, nonprofits, and associations since 1998, and today work with more than 600,000 customers worldwide. The company offers the only all-in-one online marketing platform that helps small businesses drive repeat business and find new customers. It features multi-channel marketing campaigns (newsletters/announcements, offers/promotions, online listings, events/registration, and feedback) combined with shared content, contacts, and reporting; free award-winning coaching and product support; and integrations with critical business tools – all from a single login. The company's extensive network of educators, consultants/resellers, technology providers, franchises, and national associations offer further support to help small organizations succeed and grow. Through its Innovation Loft, Constant Contact is fueling the next generation of small business technology.

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