

Contact:  
Carla Kostiak  
343 Saunders Road  
Barrie, Ontario, Canada  
L4N 9A3  
t. (705) 797-2455  
[www.netgainseo.com](http://www.netgainseo.com)  
[Carla@netgainseo.com](mailto:Carla@netgainseo.com)

### NetGain SEO Donates Graphic Design Services to Rainbows Canada

Barrie, ON – April 20, 2010 – NetGain SEO has recently donated their web and graphic design services to Rainbows Canada. The international charity for grieving children worked with NetGain to design and distribute an e-mail invitation for their upcoming event.

Rainbows Canada is a non-profit organization that fosters emotional healing among children grieving a loss from a life-altering crisis. The 20 year old charity was celebrating the grand opening of their new location in Barrie, Ontario by hosting an open house. Rainbows wanted a tasteful invitation that could be sent electronically to their respective contacts.

NetGain which was founded in 2008 as an advanced web and graphic design services company, created a graphic representation of the work which Rainbows Canada does to heal the grieving among children. The e-mail invitation featured large waves to symbolize the calming effects of beautiful spaces (both physical and emotional). The company then applied the colors of the rainbow to the waves to represent the charities logo and unify their branding. NetGain also applied their web design skills to the invitation with links and an automatic reply section.

Brenda Cockburn, Director of Communications for Rainbows Canada, noted that “Having little experience with e-mail invitations, we were pleased with how NetGain walked us through the process. They really took the time to create a campaign that suited our individual needs.”

###