

*Canid Aid*™

**MEDIA  
KIT**





# MEET DIANA

*Can'd Aid*<sup>™</sup>

Founder + Executive Director

Diana Hicks is a veteran non-profit leader and the Founder and Executive Director of Can'd Aid, a nationally recognized, publicly funded nonprofit. Diana has dedicated her career to purpose driven work. Her impact is well known in Crested Butte where she was a founding member of The Trailhead Children's Museum, served as the Program Director for the Center for the Arts, and the Executive Director of the Crested Butte Arts Festival.

After Crested Butte, Diana got involved in the craft beer industry working as the Sponsorship Director for Oskar Blues Brewery. When the 2013 Colorado flood struck the small town of Lyons, and the birthplace of Oskar Blues, Diana put her penchant for volunteerism and charity to work and Can'd Aid was born. She teamed up with Oskar Blues founder Dale Katechis and the craft beer industry to provide canned drinking water to those in need, as well as leading grassroots efforts to rebuild communities devastated by the flood.

For the past decade, Diana has effectively activated people from all walks of life, building a movement of passionate do-gooders and creating deep impact across the country. Through her unconventional and entrepreneurial approach to giving back, she continues to evolve the way people think about philanthropy. Fueled by people power, Can'd Aid demonstrates how big, out of the box thinking can lead to great things for our communities.

Fueled by people power and Diana's visionary approach, Can'd Aid programs are changing lives. Can'd Aid engages the community to:

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**DISTRIBUTE WATER  
TO DISASTER-STRICKEN COMMUNITIES**

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**PARTICIPATE  
IN ENVIRONMENTAL RESTORATION PROJECTS**

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**ENSURE ACCESS & OPPORTUNITIES**

**FOR UNDERSERVED YOUTH TO EXPERIENCE MUSIC, ARTS & THE OUTDOORS  
THROUGH COMMUNITY-LED BIKE & SKATEBOARD BUILDS, MUSIC ASSEMBLIES  
& INSTRUMENT DONATIONS**

*Can'd Aid™*

*CaridAid*<sup>™</sup>

**PEOPLE POWERED**

**SINCE 2013**

(and counting...)

**3.1M**

**CANS OF WATER  
DISTRIBUTED**

**16,415+**

**SKATEBOARDS & BIKES  
BUILT FOR KIDS**

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**3,506**

**INSTRUMENTS DONATED  
TO SCHOOLS**

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**28,503**

**VOLUNTEERS ENGAGED  
IN THE COMMUNITY**

# Carid Aid™

## SOCIAL STATS



Instagram

**5,175**  
**FOLLOWERS**



Facebook

**19,368**  
**FOLLOWERS**



Twitter

**1,224**  
**FOLLOWERS**

# SPEAKING TOPICS

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## THE DO GOOD RIPPLE EFFECT

Diana is a champion of the simple belief that doing good also feels good, and creates a ripple effect of goodness. Hear Diana illuminate the magic of Can'd Aid: how mobilizing inclusive grassroots volunteering creates community connectedness, bridging great divides between the unlikeliest of people.

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## CORPORATIONS FOR COMMUNITY

Learn how businesses can leverage Corporate Social Responsibility to engage their employees, build authentic relationships and contribute to thriving communities. Diana shares how she created instant scalability for corporations like Medtronic and Journeys. Equipped with her turnkey yet highly tailored platform and unique ability to engage employees, Diana demonstrates the power of doing good.

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## BETTERING THE WORLD THROUGH MUSIC

Through one of the organization's programs closest to her heart—the TUNES Ambassador program—Diana demonstrates how big, out of the box thinking can lead to great things for our communities. Hear first-hand how Can'd Aid is bringing live music to underserved schools while helping new musicians get their careers off the ground and giving established artists a turnkey way to give back while on the road.

*Can'd Aid™*

*Candid Aid*<sup>TM</sup>

**CONTACT**

**ME!**

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