



## QuinStreet Provides Pro-Bono Services to the Galena Fest in Reno, Nevada

**QuinStreet, Inc., the leader in vertical media and marketing online, volunteered its services in promoting the inaugural "Bloody Rose" mountain bike endurance race. The Bloody Rose is the focus of the first event planned by Galena Fest, LLC, a Reno, Nevada-based non-profit organization. Galena Fest is an outdoor fund-raiser for the Galena Creek Regional Park located in southwest Reno on the Mt. Rose highway. State budget cuts prompted the Reno community to instigate Galena Fest to ensure that park activities continue and remain accessible for all.**

Reno, NV ([PRWEB](#)) September 8, 2009 -- This summer, members of the [QuinStreet Media, Inc.](#) Reno office have worked with Galena Fest event coordinators Richard Keillor and Jane Holman to support online marketing efforts for [Galena Fest 2009](#). The QuinStreet Reno team assisted in the development of the [RenoGalenaFest.com](#) Web site and the maintenance of online social media accounts for the event which will take place near to the Mount Rose ski resort on September 27.

"QuinStreet has been one of our best supporters providing top notch assistance for our festival website," said Richard Keillor, founder of Galena Fest. "The QuinStreet staff has been simply remarkable."

Galena Fest's main focus in the first year is The Bloody Rose endurance mountain bike race ascending over 4,000 feet in nearly 12 miles. The Thorn, a second race, offers a shorter route up the mountain. Both races include staged, competitive and strenuous routes against the backdrop of the magnificent Mt. Rose corridor located on the eastern slope of the Sierra Nevada Mountains. In addition to the mountain bike races, there will be children's events, a barbeque, food tents, a beverage terrace featuring local favorites, live music, and a campfire in Eagle Meadow. All proceeds will be used to staff and supply the Galena Creek Regional Park new visitor's center, purchase bear-proof trash receptacles, help service the park and re-establish outdoor outreach programs that have been discontinued as a result of budget cut-backs.

Many companies have been forced to minimize philanthropic efforts in the current economy, but QuinStreet chose to support Galena Fest because of the enthusiasm of many employees who volunteered independently to assist with the event. QuinStreet is pleased to be able to support a local event that will benefit the people and city of Reno. It is the first community-wide fundraiser with proceeds going directly to Galena Creek Park.

"We are delighted to be involved with Galena Fest," QuinStreet Vice President of Content and Compliance, Katrina Boydon said. "QuinStreet and our employees are dedicated to contributing to the local community. We look forward to supporting this event in the future."

### About Galena Fest

Galena Fest is an LLC partnership and 501 ©3 (pending) organization with the goal of raising money to support the continued operation of Galena Creek Regional Park and to re-introduce outdoor education and recreation programs at the Park. For more information, visit [renogalenafest.com](http://renogalenafest.com)

### About QuinStreet, Inc.

[QuinStreet, Inc.](#), the leader in vertical media and marketing online delivers superior results to thousands of clients and business brands. QuinStreet's full-service approach combines direct marketing expertise, vast search and media reach, and industry-leading technologies to deliver dramatically improved results for clients. QuinStreet is headquartered in Foster City, CA, with satellite offices worldwide.