

FOR IMMEDIATE RELEASE

Pixels With Purpose to Help NWA Nonprofits Thrive in a Digital World

Area nonprofit leaders will gain practical insights on AI, digital marketing, and more

The free morning forum is scheduled for September 15 at the NWA Food Bank

LOWELL, Ark. - August 13, 2026 – For the first time, Pixels With Purpose, a free morning forum designed to help NWA nonprofits and their leaders thrive in the digital age, will take place at the Northwest Arkansas Food Bank in Lowell on Tuesday, September 15, 8:30-11 a.m. This event, free to area nonprofit leaders with RSVP, will connect 501(c)(3)s with local experts in AI, digital marketing, cybersecurity, office technology, and digital leadership — all to help NWA nonprofits advance their cause in a world increasingly dominated by digital connections.

“Our local nonprofits are really passionate about their causes,” said Rob Brothers, cofounder of Bentonville-based TekTrendz and a scheduled presenter at Pixels With Purpose. “But rapid advancements in technology have left many nonprofit leaders with urgent questions about moving their missions forward in an age of algorithms, AI agents and even cyberattacks.”

Pixels With Purpose will equip nonprofit directors, managers and board members with practical insights on five pressing topics:

- **Digital Marketing:** Nonprofit marketing in the AI age
- **Technology:** Managing nonprofit tech when it’s not your day job
- **AI:** Using AI to free up time for your mission
- **Cybersecurity:** Guarding your cause from cyber threats
- **Digital Leadership:** The leadership behind digital initiatives

Content will be delivered through an upbeat mixture of presentations, Q&As, and panels. Pixels With Purpose will also feature opportunities for nonprofit leaders to network with their colleagues at other area 501(c)(3)s, all while enjoying free coffee and breakfast.

"Nonprofits are doing important work in our community and can't afford to lag behind as technology progresses," said Jesse Lane, founder/CEO of Branches Mission Lab and a Pixels With Purpose presenter. "While it can be intimidating, AI and digital media have made it possible for even the smallest nonprofits to reach more people and multiply their impact."

Hosted at the Northwest Arkansas Food Bank, the inaugural Pixels With Purpose will be emceed by Ashlyn Brothers, morning anchor for KNAW/Fox 24. Organizational sponsors include the food bank, TekTrendz, TAB Northwest Arkansas, and Branches Mission Lab.

Nonprofit leaders can learn more about the event and RSVP at www.pwpnwa.com. Due to limited seating, RSVPs should be restricted to two attendees per organization.

About Pixels With Purpose

Designed exclusively for nonprofits of Northwest Arkansas, the mission of Pixels With Purpose is to equip area nonprofit leaders with practical, real-world guidance from local experts on a variety of digital topics — to help community nonprofits thrive amid rapid digitalization.

Learn more about Pixels With Purpose at www.pwpnwa.com.

Note About Media Coverage

Media representatives are welcome to attend and cover Pixels With Purpose. Please contact the POC below to arrange access, as event space is limited.

Points of Contact

Chris Medenwald/John Paul Hignite

479.696.8268

cmedenwald@tektrendz.com

jphignite@tektrendz.com