



Online Shopping Site selects the
'Foothills SNAPS' as Charity of the Month

*Local charity to receive additional funding as supporters shop online
using innovative fundraising website*

CALGARY, AB (Oct 10, 2012) — Shop and Share.ca, an innovative website that combines online shopping with automatic donations to charity, has selected Foothills SNAPS (Special Needs Association for Parents and Siblings) as its 'Charity of the Month' for October.

Foothills SNAPS supports families and community who are living with or connected to someone with special needs. They provide education, information, and support to parents, siblings and community members who are connected to someone with special needs in a safe, non-judgmental environment. Their mission is "Focusing on inclusive communities by enhancing the lives of individuals with special needs through knowledge and family support".

The 'Charity of the Month' designation allows supporters of Foothills SNAPS to raise automatic donations while shopping online at more than 140 popular retailers.

Shop and Share.ca makes raising funds for non-profits like Foothills SNAPS easier than ever. Supporters simply register on the Shop and Share.ca website, then follow the links to their favourite retailers and start shopping. A percentage of the money they spend is then automatically allocated to their charity of choice.

Supporters of Foothills SNAPS can find their favourite retailers online at Shop and Share.ca, such as Sears, Indigo/Chapters, Expedia, Amazon, Toys R Us, PetSmart, Old Navy, and over 130 other big names. Purchases and donations are automatically tracked and reported online. But perhaps the best part of it all is that supporters don't pay anything extra to shop through the website.

For Foothills SNAPS, the added exposure that comes with being 'Charity of the Month' could translate into additional cash flow and the opportunity to help even more families in the community.

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'helping dreams grow, one purchase at a time'

E-Mail: info@shopandshare.ca | Website: www.shopandshare.ca

Calgary Main: (403) 464-6123 | Toll-Free Ph & Fax: 1(888) 466-2499

3419 – 46 Ave SE | Calgary, AB | T2B 3P5

About 'Foothills SNAPS'

Mission: Focusing on inclusive communities by enhancing the lives of individuals with special needs through knowledge and family support.

SNAPS supports many needs from Asthma, Aspergers, Cerebral Palsy, ADD, Gifted and Talented, to Williams Syndrome and more. This organization will work with families and community to connect them to the resources they require. Any family or community member is welcome to get in touch with SNAPS to access us personally or our library of resources.

For media inquiries, contact:

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www.foothillssnaps.org

**About 'Shop and Share.ca'**

'Shop and Share.ca' opened its virtual doors for business in August, 2009. Its mission is to help local Canadian charities and non-profit organizations, raise much-needed capital, without the hassles of traditional fundraising. The user-friendly website allows consumers across Canada to generate automatic donations for whichever charity or non-profit organization they choose—every time they make an online purchase. Charity supporters simply create a free account, select their favourite charity or non-profit group, and go shopping. A generous portion of the proceeds is donated to that group every time an online purchase is made.

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Media Kit: http://www.shopandshare.ca/index.php?route=information/information&information_name=Media%20Kit