



Canadian Non-Profits Benefit from Black Friday & Cyber Monday Sales

Fundraising website combines shopping with philanthropy

CALGARY, AB (Nov 24, 2012) – Charity and Non-Profit Supporters across Canada are taking gift-giving one step further this holiday season by shopping online using the innovative fundraising site, ShopandShare.ca.

Thanks to ShopandShare.ca, being charitable has never been easier. Each online purchase made through the website generates automatic donations for each customer's chosen charity or non-profit. The website operates all year long, but donations roll in particularly fast during the Black Friday and Cyber Monday weekend thanks to all the fantastic deals available on the site.

"Everyone feels more charitable this time of year, but not everyone is able to give - especially with all the extra expenses during the holidays," said ShopandShare.ca founder and CEO Richelle Skrilec. "We've made it easy to support your favourite local charity or non-profit, simply by shopping online and buying the exact same things you would normally buy, from the same retailers, without spending a penny more."

ShopandShare.ca users can find all their favorite retailers on the site, such as Sears, Chapters/Indigo, Expedia, Amazon, Beyond the Rack, Toys R Us, Avon, The Gap, Old Navy, Home Depot and more. They can easily track purchases made through these retailers, as well as the donations generated by their purchases on the ShopandShare.ca website. Purchases are all guaranteed by the individual retailers and automatically tracked to ensure the donations are given to the supporters' chosen causes.

Supporters simply set up a free account on the site, choose which Canadian charity or non-profit they want to support, then follow the links to over 150 popular online stores available on the site. It doesn't cost shoppers a penny more to purchase through the site, but a percentage of the money spent is automatically allocated to their designated charity or non-profit. The donation amounts vary between retailers but are clearly listed on the website and generally range from 1-10%.

There are numerous Canadian non-profits and charities benefiting from the donations raised by the website, including; schools and daycares, animal rescue groups, sports teams and clubs, health support groups, community services groups, churches, camps, and more. It's a free and easy fundraising program and everything is automated, which means that no extra volunteer hours are required to participate. It's truly a win-win for everyone involved, and all Canadian non-profits and charities are encouraged to join.

-30-

'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 'ShopandShare.ca'

'ShopandShare.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 all the hassles of traditional fundraising. The user-friendly website allows consumers across Canada to generate automatic donations for whichever charity or non-profit organization group they choose each time they make an online purchase. Charity supporters simply create a free account, select their favorite 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.

For media inquiries, contact:

Richelle Skrilec
Phone: 1-888-466-2499
richelle@shopandshare.ca

Online Media Kit:

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