



Online Shopping Site selects  
The Lethbridge Family Circle Association as Charity of the Month

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

CALGARY, AB (Mar 1, 2012) – Shop and Share.ca, an innovative website that pairs online shopping with automatic donations to charity, has selected The Lethbridge Family Circle Association (LFCA) as its 'Charity of the Month' for March.

The 'Charity of the Month' designation allows LFCA supporters and other Shop and Share.ca users to channel a percentage of their purchases at more than 120 popular retailers directly to the Association.

"I am always so inspired by our Charity and Non-Profit Partners, which is why I created 'Shop and Share.ca' in the first place," notes Richelle Skrilec, Founder & CEO. "The LFCA, in particular, is raising money to develop and operate a co-location site called Family Village and we are thrilled to be part of their fundraising efforts. The entire project will be such a wonderful benefit to the people in Lethbridge and many Southwestern Alberta communities."

Thanks to 'Shop and Share.ca', raising funds for the LFCA has never been easier. Supporters simply shop online for things they would normally buy from their favourite retailers, and a percentage of the money they spend is automatically allocated to their favourite charity. Yet it doesn't cost supporters a penny more.

LFCA supporters can find all their favorite online retailers at 'Shop and Share.ca', such as Chapters/Indigo, Expedia, Amazon, Toys R Us, Avon, The Gap, Old Navy and over 100 more. They can easily track purchases made through these retailers, as well as the automatic donations generated by their purchases. Plus supporters don't pay an extra penny to shop through the website. Purchases are all guaranteed by the individual retailers and automatically tracked to ensure the donations are given to the supporters' chosen charities.

For the LFCA, the extra exposure that comes from being a 'Charity of the Month' could translate into much needed cash flow and the opportunity to make the 'Family Village' a reality sooner than anticipated.

"LFCA continues to look for ways to engage and involve the public in creating the Family Village with the goal of providing easy access to family support services. Shop and Share.ca provides easy access to on-line shopping, all while supporting a worthwhile cause. What a perfect fit for us," says Tara Yagos, Project Coordinator of LFCA. "Thank you, Shop and Share.ca, for helping NFP's by offering easy, fundraising options."

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*'helping dreams grow, one purchase at a time'*

**E-Mail: [info@shopandshare.ca](mailto:info@shopandshare.ca) | Website: [www.shopandshare.ca](http://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 'Lethbridge Family Circle Association'**

Lethbridge Family Circle Association (LFCA) is a registered society representing not for profit family service agencies committed to offering their services in one common facility. Upon purchase, this common facility will be named Family Village and will be a shared one stop shop area where agencies will share resources and benefits to enhance programs for individuals, children, youth and families in our community.

LFCA is directed by a board, consisting of both community members and agency members. Additional support comes from other agency members and various corporate philanthropist organizations. Committee work is completed by volunteers from all these groups. LFCA also contracts a project coordinator who works under the direction of the board.

**For media inquiries, contact:**

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**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 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.

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